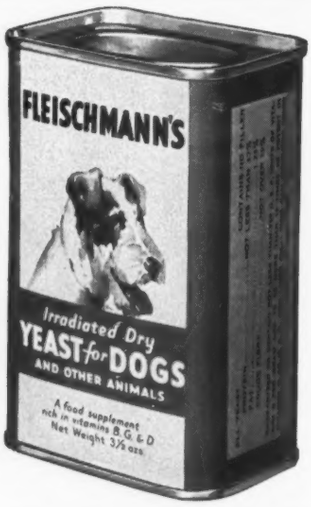
MODERN
merrie Christmas 1937
PACKAGING
TECHNOLOGY DE
Merry Christmas
Merry Christmas
Merry Christmas
Merry Christmas
HIO

WRITE *Prosperity* WITH YOUR PACKAGE

Your product will go to market much faster if it shouts prosperity—as it sits on shelf or counter. Send it prosperously on its way well-dressed, in a smart, modern container that proclaims quality and success—one that emphasizes the selling features of the product. Canco will be glad to help you.

A NEW PRODUCT . . . AND IT CHOSE THE KEY!

When women see this vacuum container they *know* the contents are *fresh!* Why? Because of the key! The key is the symbol of quality and freshness. Why not pack your product in vacuum containers and give it a head start to popularity . . . and prosperity?



PRIZE WINNING CONTAINER!

This handsomely lithographed yeast can was a winner in an All America Packaging Competition because it is smart and appealing in appearance, and because it is efficient in performance of its duty. Canco will be glad to assist *you* in putting more sales appeal and efficiency into *your* container. Write for details.

CANCO

NEW CONTAINER INCREASES SALES!

The packer gives this hermetically-sealed candy tin definite credit for increased sales of the product from California to Bombay. It has proved itself especially successful in hot climates because the contents can be kept indefinitely. Again the key is the symbol of quality . . . and of success.

AMERICAN CAN COMPANY

230 PARK AVENUE, NEW YORK, N. Y.

104 SOUTH MICHIGAN AVENUE, CHICAGO · 111 SUTTER STREET, SAN FRANCISCO

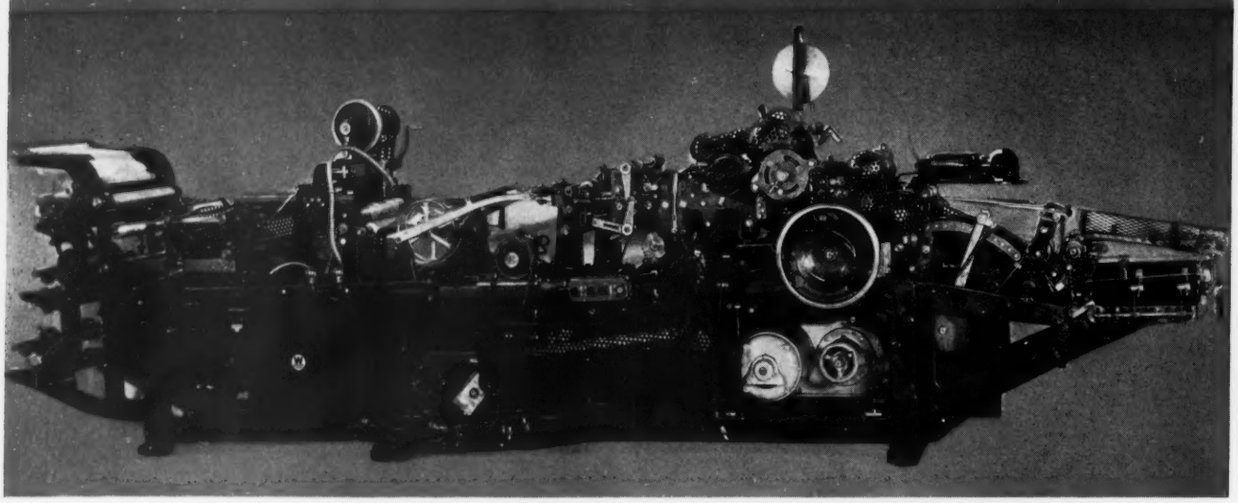
WORLD'S LARGEST MANUFACTURER OF METAL AND FIBRE CONTAINERS

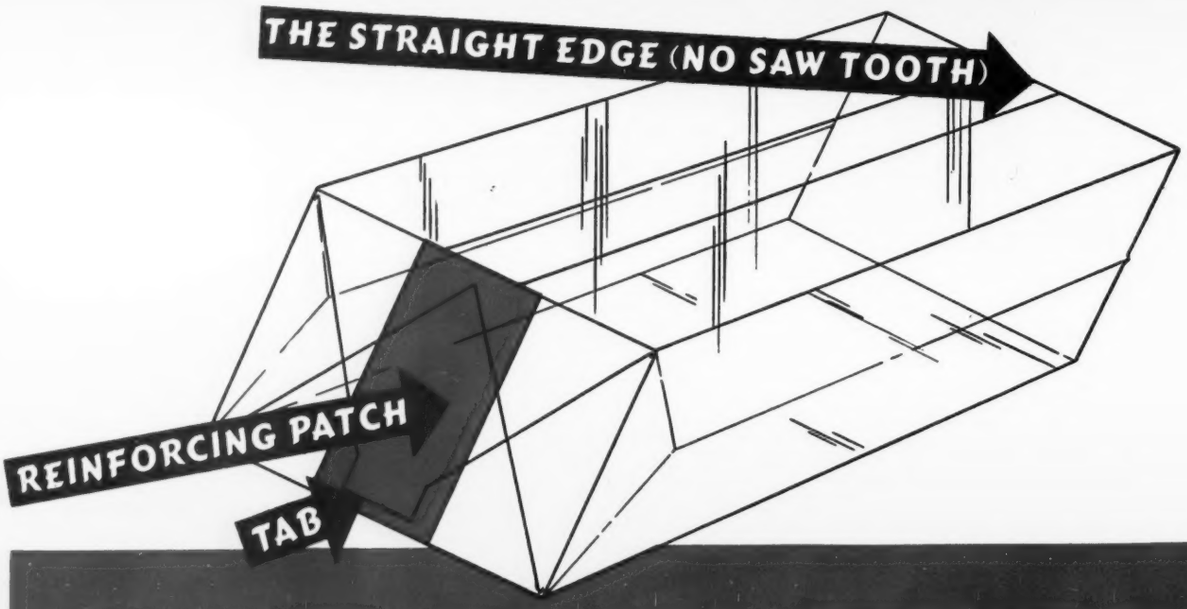
The quiet evening at home . . . the blazing log fire and comfortable armchair . . . the gentle warmth and friendly ministrations of a "pick-up" . . . and worries of business fade swiftly away ▸ ▸ ▸ As for the worries of packaging, *there aren't any* when bottles are sealed with Phoenix C T Caps . . . they fit, *stay put*, yet come off easily without your customer having to use his best Stillson grip.

PHOENIX METAL CAP CO.

2444 W. SIXTEENTH ST., CHICAGO ★ 3720 FOURTEENTH AVE., BROOKLYN

THE CHAMPION "V.W.S." IS THE MACHINE For Making CELLOPHANE SATCHEL BOTTOM BAGS





WITH THE EXTRA STRONG, COLORFUL REINFORCEMENT AND THE GLUE-LOCKED TAB WHICH MAKES THEM BLOWPROOF

The machine pictured here has everything! Mechanism for making duplex web, thumb-cut, reinforced bottom, tab and electric eye for registering printed work.

F. L. SMITHE MACHINE CO., INC.

633 W. 44th STREET • NEW YORK CITY

MODERN PACKAGING

DECEMBER 1937

VOLUME 11

NUMBER 4

PUBLIC LIBRARY
DEC 21 1937
DETROIT

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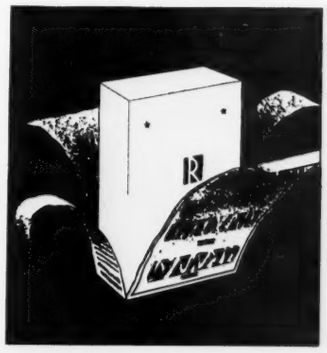

NEXT MONTH

Much has been written about the profitability of redesign. But until the Institute of Package Research undertook the job, no one had measured whether redesign actually paid in the long run and under just what conditions it tended to show the best or worst results. So, look forward in January to the detailed analysis of the reports of hundreds of companies whose packages were redesigned within the last five years.

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By-products of Papermaking

These youngsters are sons and daughters of Parchment papermakers. Many of them will some day make paper for KVP.... even better paper than their fathers are now making. Right now, they are enjoying the fruits of part-time work last summer. They mowed lawns, washed cars, made furniture, baked cookies.... made themselves useful in a thousand ways. Most important, they learned to work; they learned the value of a dollar.

Last summer was the third season for our Home Works Plan for Community Youth. It continues to be the best investment we have ever made! We are not going to blame our Youth if it goes astray. We are going to blame ourselves.

KVP FOOD PROTECTION PAPERS

KALAMAZOO VEGETABLE PARCHMENT COMPANY
PARCHMENT KALAMAZOO MICHIGAN

METALGLASS

Newest in Wrapping

METALGLASS, a perfect fusion of Glassine paper and a microscopic film of gleaming aluminum, is a new low cost metallic wrapping designed not only to beautify but also to protect the product it encloses.

Its brilliant metallic surface, rich in eye-appeal, is resistant to moisture, repellent to heat and light rays.

Its clean, strong, special Glassine base is highly greaseproof—an important factor in packaging foodstuffs containing fatty substances.

Wrapped in *METALGLASS*, your product will reach the ultimate consumer in better condition.

METALGLASS, is available in twelve distinctive, new, embossing patterns and in basis weights twenty-five and thirty-five pounds per team twenty-four by thirty-six, five hundred sheets.

The low cost of *METALGLASS* will surprise you.

Additional details and samples available on request.

GREASEPROOF
MOISTURE-RESISTANT
INEXPENSIVE

HARTFORD CITY
PAPER COMPANY
HARTFORD CITY, IND.

"This insert is printed on Parker *METALGLASS*, basis weight 24x36–25 lbs.–500 sheets."
(Patent pending)

Printed Wrapper on Metalglass

LOW COST

QUALITY

BEAUTY

PROTECTION

MADE ONLY BY
HARTFORD CITY PAPER CO
HARTFORD CITY IND.

Because, in addition to being beautiful, *METALGLASS* is greaseproof and sanitary, it is ideal for candy-bar wrapping.

We are equipped to manufacture multi-color printed *METALGLASS* candy bar wrappers right in our paper mill, where, by means of "straight-line production," we are able to effect considerable savings in cost.

Cut out the printed wrapper on this page. Wrap it around one of your candy bars. Notice particularly how much larger the bar looks than when wrapped in ordinary paper. Then send us a sample of the wrapper you are now using, and we will return you an estimate on *METALGLASS* wrappers which will prove that you save by "straight-line production."

HARTFORD CITY
PAPER COMPANY
HARTFORD CITY IND.

"This insert is printed on Parket *METALGLASS*, basis weight 24x36-25 lbs.-500 sheets."
(Patent pending)

You've got to be right

—AT 90 MILES AN HOUR

WHEN you see a modern express train flash by, you can be sure that nothing has been left to chance. Its speed, its safety, its arrival "on time" are made possible by the organization behind it. Careful planning and painstaking attention have been given to every minute detail. • The sealing efficiency, accuracy and dependability of CCS Closures are, likewise, the result of careful planning by an experienced organization. Quality materials, precision manufacture and rigid inspection—all play their part in giving you the finest closures that can be made. • If you sell your product in a glass container, there's a CCS Closure to meet your needs. Get samples and compare them. They are yours for the asking. Wire or write for them today.

CCS CLOSURES
"BETTER SEALING FOR BETTER BUSINESS"

CROWN CORK & SEAL COMPANY • BALTIMORE, MD.
World's Largest Makers of Closures for Glass Containers

SCREW CAPS · LUG CAPS · CROWNS · DOUBLE SHELL CAPS
VACUUM CAPS · V. P. O. CAPS · MASON CAPS · CAPPING MACHINERY

CINDERELLA was the belle of the ball *until the clock struck twelve*

WHEN you dress your package with transparent material and send it forth to do business, it has to STAY well-dressed to DO business!

There can't be any time limit on its good looks! There can't be any twelve o'clock curfew that turns it to rags!

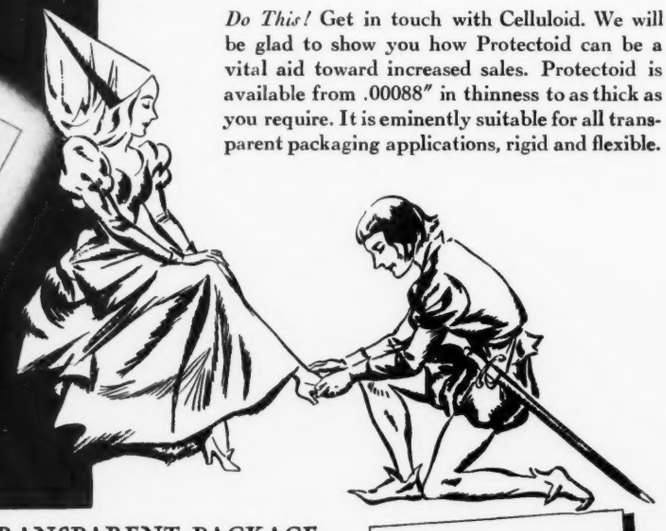
Give your product the glamour of a transparent package—but give it glamour that keeps. Protectoid is the transparent packaging material that does not shrink or stretch—no rips, no tears, no wrinkles!

Don't let your package go out in the world with the danger of cracks, splits and wrinkles hanging over its head.

Use Protectoid!

Protectoid does not shrink or stretch. It does not dry out with age. It is not affected by humidity or temperature changes. It is water-proof, grease-proof, non-inflammable. It cements easily and firmly (actually a weld). It has a perfect surface for multicolor printing. It will not tarnish highly polished metal surfaces.

Do This! Get in touch with Celluloid. We will be glad to show you how Protectoid can be a vital aid toward increased sales. Protectoid is available from .00088″ in thinness to as thick as you require. It is eminently suitable for all transparent packaging applications, rigid and flexible.



IF YOU ARE WORKING ON A TRANSPARENT PACKAGE . . .

Packaging Division
CELLULOID CORPORATION
10 East 40th Street, New York City
Established 1872 • Sole Producer of Celluloid, Lumarith, and Protectoid
(Trademarks Reg. U. S. Pat. Off.)

Get in touch with CELLULOID

SHIPPING TRAGEDY NO. 5

A certain company saved $600 by using shipping cases on hand

to pack a new product

. The dealers received the cases in good

condition

, BUT this is the way their contents looked

when unpacked. As a result of their $600 saving, the company lost valuable

dealer good-will
, lost hundreds of prospective customers
,

and had to write off the promotion cost of the new product
... all

because they used cases that couldn't protect it from Concealed Damage!

AVOID CONCEALED DAMAGE!

Just "any good shipping container" is not the best container for any product that happens to pack well in it. To avoid costly CONCEALED DAMAGE, you need the one correct container—designed for that particular product and for the shipping and handling it is to receive. Container Corporation's method of "Packaging by Prescription" creates the right one for you—ask our representative to explain.

Reprints available: **"Corrugated Fibre Container Failures—Their Causes and Remedies." By A. P. Kivlin, Assistant Chief Engineer Freight Container Bureau of the Association of American Railroads. See coupon below.**

CONTAINER CORPORATION OF AMERICA B-12
111 West Washington Street, Chicago, Ill.
Gentlemen: Please send me a copy of "Corrugated Fibre Container Failures."

*Name*_____ *Position*_____

*Company*_____ *Address*_____

CONTAINER CORPORATION OF AMERICA

GENERAL OFFICES: 111 WEST WASHINGTON STREET, CHICAGO, ILLINOIS

MILLS, FACTORIES AND SALES OFFICES AT STRATEGIC LOCATIONS

SUN TUBES— EVERY ONE!

SUN TUBE UNITAINERS*
solve wide variety of packaging problems!

THE ever-increasing number of products sold in Sun Tube Unitainers is a great tribute to the merit of these modern containers. More and more manufacturers are recognizing not only the perfect product-protection of Unitainers—but their unique selling power!

Unitainers are making thousands of new friends for many famous products. For customers like the convenience of the Unitainer—the idea of a single, measured application—the assurance that they are getting the genuine product for which they are paying.

To the manufacturer—Unitainers offer many outstanding advantages. These sanitary, factory-filled containers guard the full strength and freshness of his product. For they are hermetically sealed which protects against substitution, evaporation or leakage as well as the harmful effects of light and air. Another great advantage of Sun-Unitainers is that they are easy-to-open—no special opening device is needed.

AMAZINGLY ECONOMICAL

Sun-Unitainers are delivered complete, ready to fill. There's nothing extra—no closures, no labels for you to buy. Filling, closing and cartoning machines are available. Note that the exclusive leak-proof method of closure makes this type of container as safe for liquids as for powders or pastes. Sun Tube is equipped to deliver these popular, new containers in large volume and at a low price.

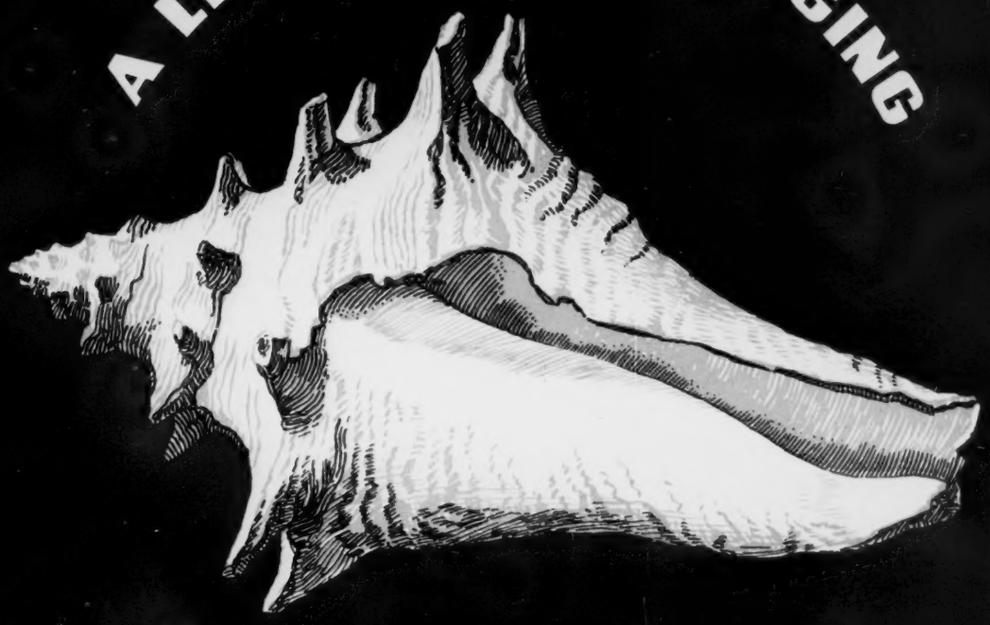
Let us tell you what some leading manufacturers are doing with Unitainer packaging for their products. It's a success story that may be of value to your own company. Inquire for details to: The Sun Tube Corporation, Hillside, New Jersey, or the following representatives:

*Reg. U.S. Pat. Off.

SUN TUBE CORPORATION · HILLSIDE, N. J.

CHICAGO, ILL.	DETROIT, MICH.	CINCINNATI, OHIO	ST. PAUL, MINN.	LOS ANGELES, CALIF.
Harry Holland & Son, Inc.	Harry Holland & Son, Inc.	R. B. Busch	Alexander Seymour	R. G. F. Byington
400 W. Madison St.	1941 W. Fort St.	1012 Elm Street	1745 University Ave.	1709 West 8th St.

A LESSON IN PACKAGING FROM AN OLDTIMER



MOTHER NATURE is an old timer in the art of packaging . . . The conch is a perfect example of her knack for combining beauty with strength. The delicate shade of pink, enhanced by a soft natural lustre, stamps the shell of the conch as one of Nature's most beautiful objects.

EGYPTIAN PAPER LACQUER runs a close second to old Mother Nature . . . By its use, packagers are learning of its value as a means of adding beauty and protection to cartons, displays, printed matter, and all paper surfaces upon which it is applied. It is clear as crystal and as lustrous as a pearl . . . It is water-white . . . It does not discolor white or light areas . . . It dries quickly and does not block or scuff easily.

In addition to this water-white, crystal-clear lacquer that preserves the factory freshness of your package, EGYPTIAN PAPER LACQUER is formulated for moisture and grease resistance. It is also available in opaque colors, used extensively on box wrap and fancy paper stocks. All EGYPTIAN PAPER LACQUER is intended for application on either a sheet fed or web type machine.

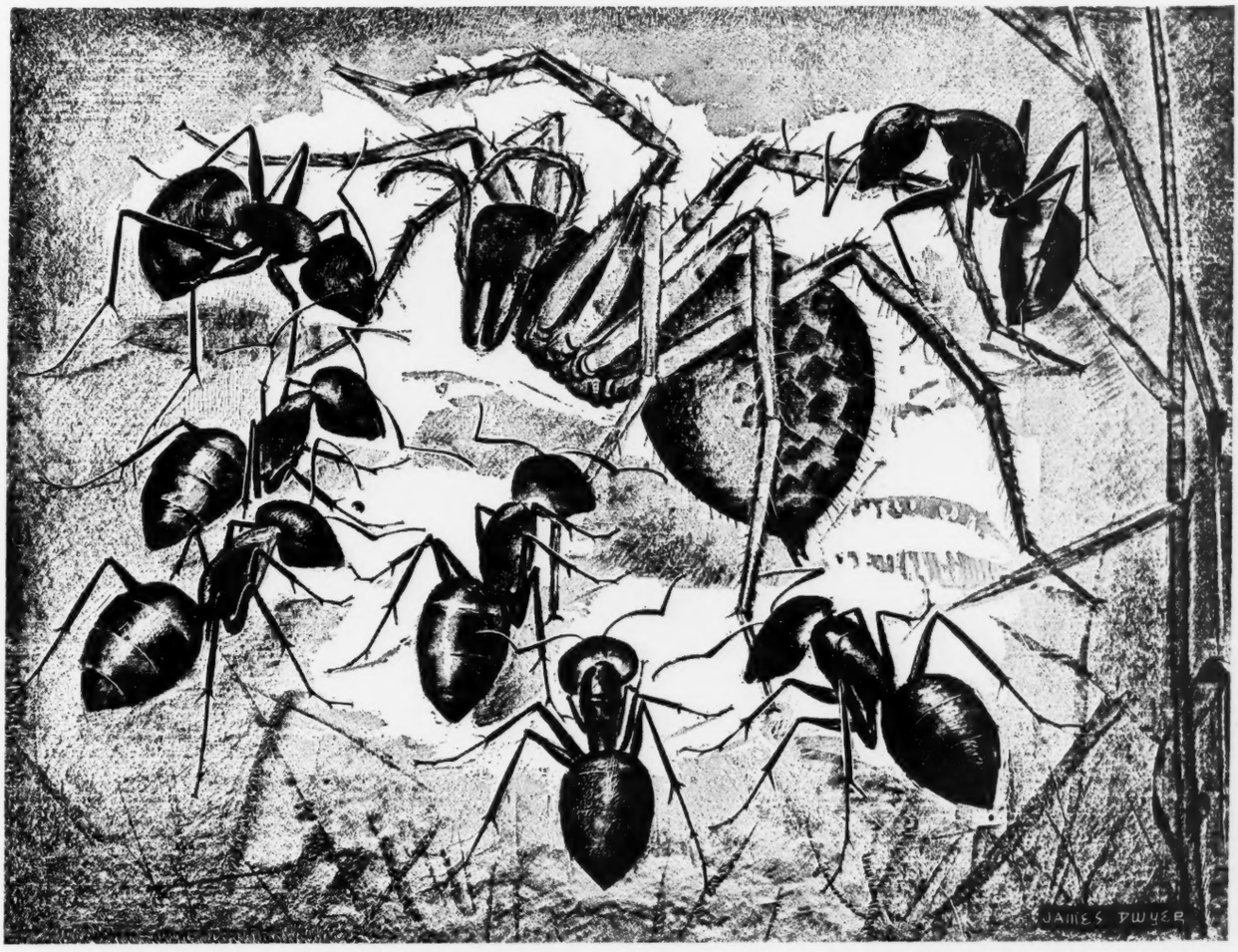
We invite your inquiry for further details

THE EGYPTIAN LACQUER MANUFACTURING CO.
ROCKEFELLER CENTER • NEW YORK, N. Y.

This insert is treated with one coat of EGYPTIAN PAPER LACQUER

EGYPTIAN LACQUER

TRIUMPHS *OF* TEAMWORK



Teamwork Triumphs Over Packaging Problems, Too, By Combining

LITHWITE --- HYDRO-TITE --- GREASENE and DESIGN SERVICE

The toughest packaging problem hasn't a chance against this all-star combination: A carton made with a LITHWITE surface, a HYDRO-TITE center and a GREASENE back. This height attained in physical construction is only surpassed by the designing skill incorporated in this sales producing package by Gardner-Richardson designers.

If it's sheer beauty you're after, then you need only consider a LITHWITE carton, with its smooth, hard, white-as-snow surface that prints so brilliantly. If it's a moisture problem facing you there is HYDRO-TITE—the weather-tight carton that keeps inside moisture *in* your product, keeps outside moisture *out*.

And where grease is the only problem, GREASENE comes to the rescue with cartons so grease-resistant that they do not spot — cartons that prolong the factory-freshness of grease containing products.

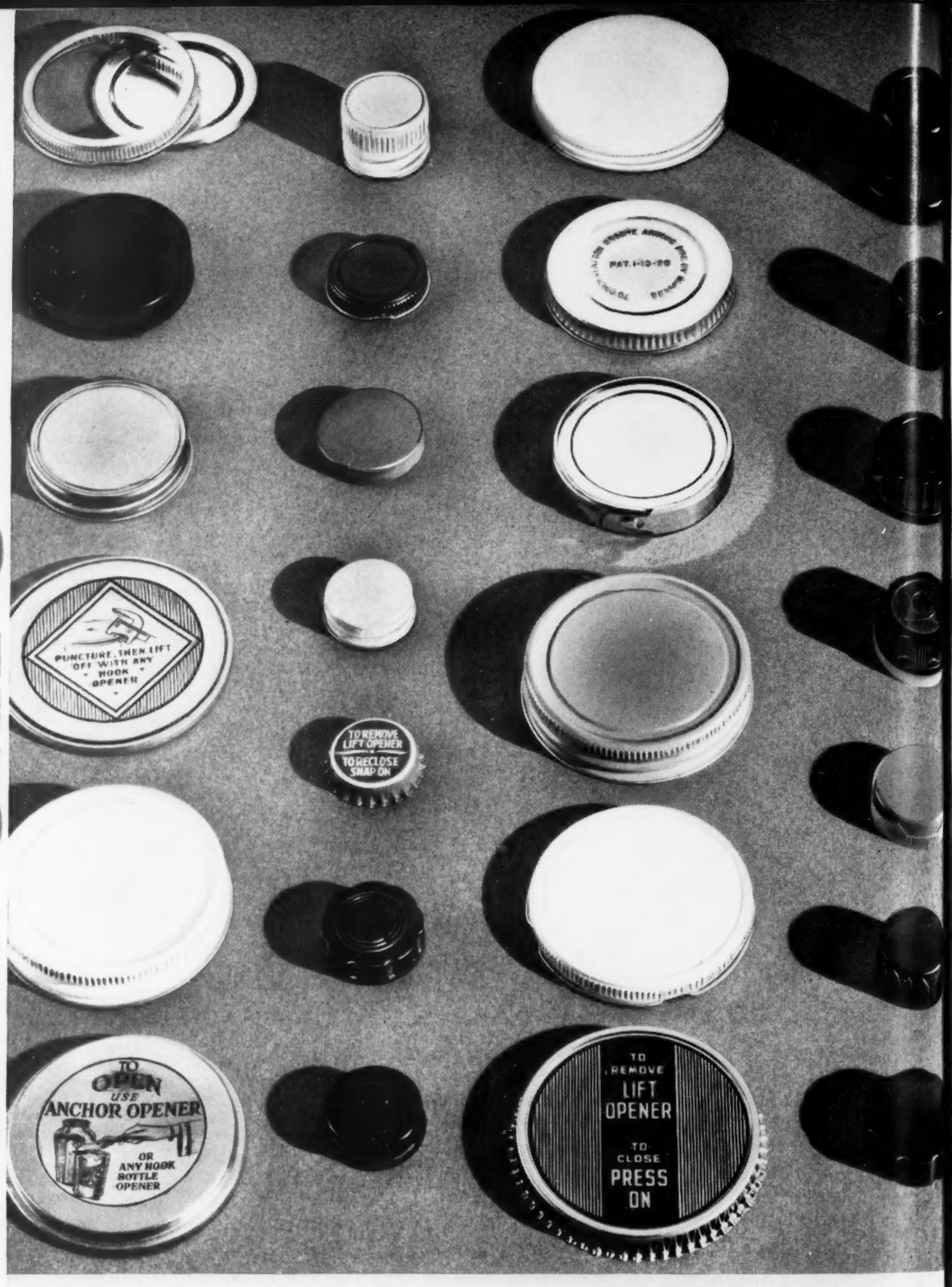
That's the beauty of a Gardner-Richardson carton—any or all characteristics can be combined into one, economically—a carton literally tailor-made to fit your packaging needs.

THE GARDNER-RICHARDSON CO.

Middletown, Ohio

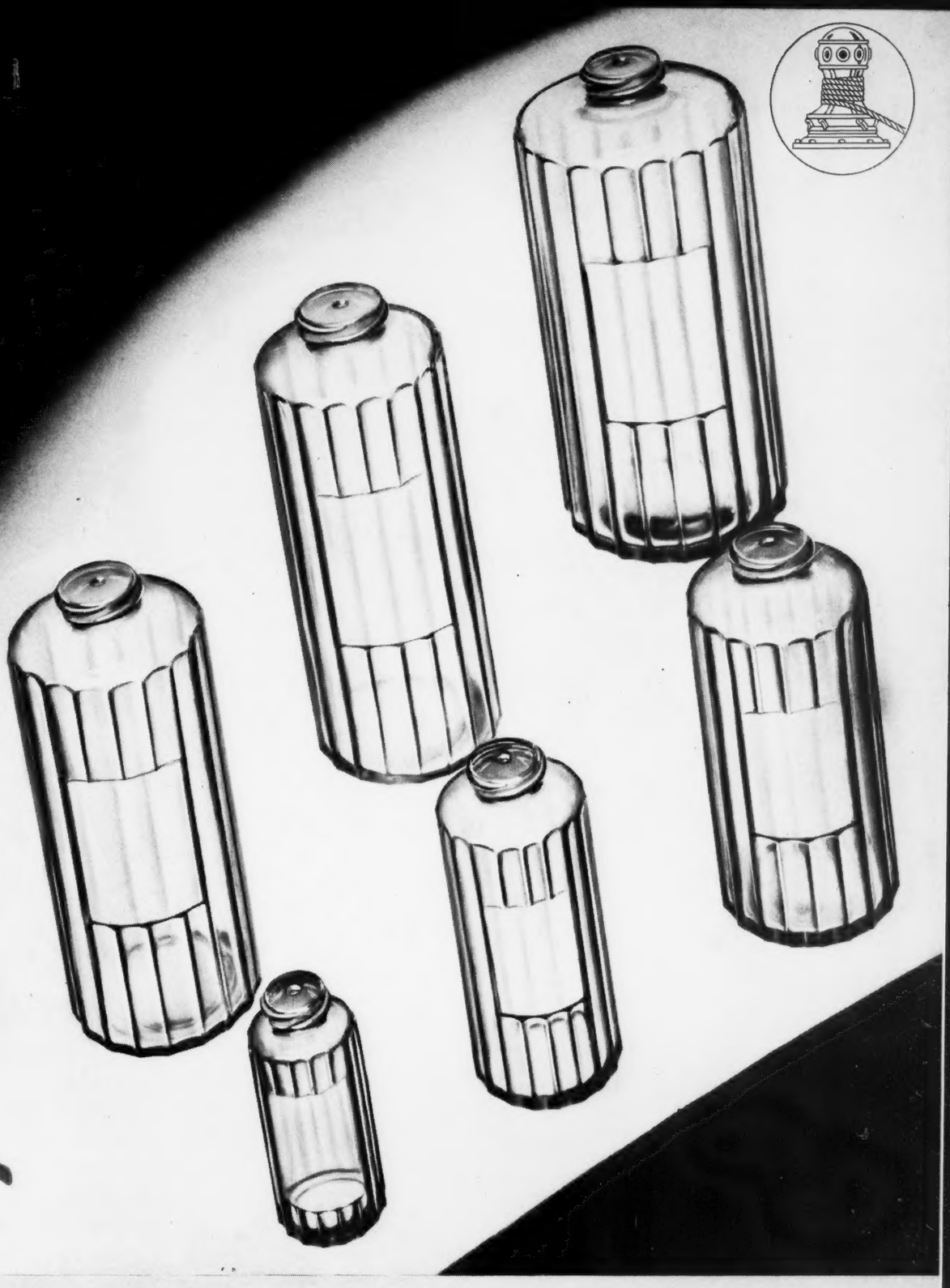
MANUFACTURERS OF FOLDING CARTONS AND BOXBOARD

Anchor CAPS


PUNCTURE, THEN LIFT OFF WITH ANY HOOK OPENER
TO REMOVE LIFT OPENER
TO RECLOSE SNAP ON
TO OPEN USE ANCHOR OPENER
OR ANY HOOK BOTTLE OPENER
TO REMOVE LIFT OPENER
TO CLOSE PRESS ON

CHAMPIONS—A prize fighter or a tennis player need be only a shade better than his opponent to become a champion. But that slight superiority is the difference between success and mediocrity. Closures pose the same problem. The slightest deficiency in sealing protection and the cap is not good enough. If it does not come quite up to the mark in appearance or in convenience, there is a very real loss in package effectiveness. So we say, "Choose your closures carefully." ¶ Anchor has specialized in just one thing, sealing glass containers, for over a generation, ever since the glass packaging industry was in its infancy. It knows the value of greater care in manufacture, is constantly developing improvements in Anchor Caps scientifically devised to provide ever more in service. Hence, each of the styles shown is a champion in its own sphere of usefulness. ANCHOR CAP & CLOSURE CORPORATION, Long Island City, New York, and Toronto, Canada. Branch offices in all principal cities.

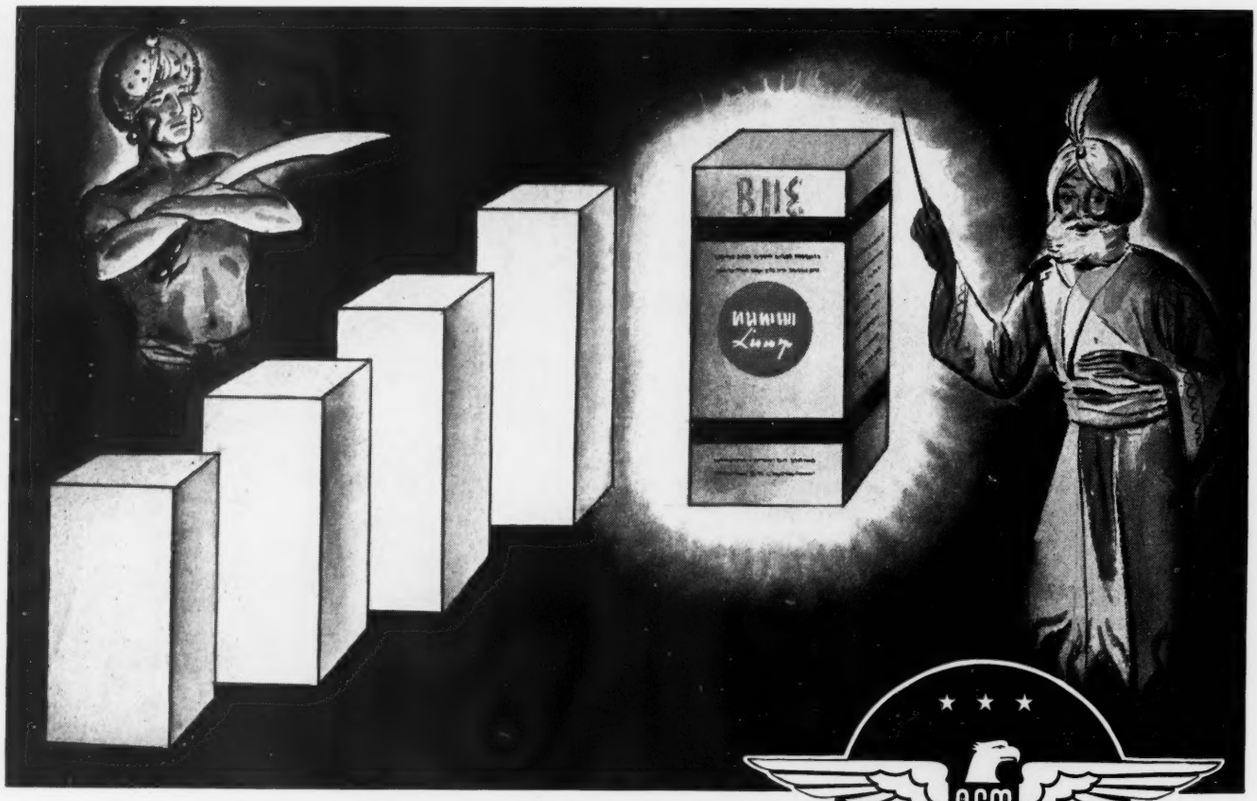
Capstan GLASS



Analyze as you will all good points of other packaging materials, the fact still remains that nothing can even remotely take the place of glass. It's sales impelling! It's confidence inspiring! Instinctively consumers favor products packed in glass.

Capstan Glass is glassware at its best. All the facilities at Capstan's modern plants, every piece of our efficient, up-to-date equipment and machinery, are designed for one purpose only . . . to make the finest, most uniform, most trustworthy commercial glassware possible to produce for an almost limitless variety of products. When thinking of glassware, ask Capstan for recommendations. CAPSTAN GLASS COMPANY, Connellsville, Pa. *Associate Company:* SALEM GLASS WORKS. Branch offices in all principal cities.

THE MIRACLE IS IN THE BOARD
THE MAGIC IS IN THE MAKING



LIKE A MODERN GENIE, THE ACM *Continuous Process*
PRODUCES *Better* CLAY COATED CARTON BOARD!

Remember the story of Aladdin . . how he performed miracles just by rubbing his magic lamp? Now, there's another Aladdin that works wonders, too . . but not with a lamp. Today's "genie" uses a *patented* CONTINUOUS PROCESS to produce the world's finest clay coated carton board. This amazing process now gives quick, absolute control of quality. Defects, if any, are "spotted" instantly! From beaters to cutters, this better board zips along in one speedy continuous operation. And, A.C.M. Single Coated Board is actually DOUBLE COATED . . the only board having a prime coat first, and then a regular coat of fine white liquid clay! You, also, can . . as if by magic . . improve the appearance and quality of your cartons by specifying A.C.M. *Clay Coated* Cartons and Carton Board. Our staff of master designers will assist you without cost. Get samples, ideas, and prices. You'll be highly pleased with the greater beauty . . the increased merchandising power A.C.M. *Clay Coated* cartons give.

ACM
CLAY COATED CARTONS AND CARTON BOARD

Give flashing luster to colors and varnish • Greater rigidity, toughness and durability • Better bending qualities • Smoother, whiter printing surface • Perfectly uniform quality • Eye-catching beauty and distinction to your product.

THE WORLD'S LARGEST PRODUCERS OF CLAY COATED CARTONS AND CARTON BOARD

AMERICAN COATING MILLS, INC.

General Offices and Mills · Elkhart, Indiana

CHICAGO OFFICE • WRIGLEY BUILDING NEW YORK OFFICE • 22 EAST 40th STREET

STRONG *and* DURABLE

Without a sufficiently high factor of safety to give STRENGTH and DURABILITY, great bridges would collapse and buildings crumble. Structures of steel or wood, iron or aluminum, are no different in this respect than those of glass. Yet, too frequently this point of stresses and strains is overlooked in selecting the glass container for packaging and sampling requirements.

Kimble Glass Vials, despite their diminutive size and light weight, are amazing examples of strength, rigidity and durability. Their strain-free characteristics are the result of thorough annealing in specially constructed retempering ovens. Each Vial is ready for a long and serviceable life as a carrier for salts, powders, liquids, chemicals, oils, cosmetics, foods, proprietaries and hundreds of other products of industry.

If you have a sampling problem—if you want a new modern container that combines transparency, pocket convenience, sales appeal, minimum weight and maximum strength—get facts and figures on Kimble Glass Vials—for packaging economy and merchandising success!

• • • *The Visible Guarantee of Invisible Quality* • • •

KIMBLE GLASS COMPANY • • • • VINELAND, N. J.

NEW YORK • • CHICAGO • • PHILADELPHIA • • DETROIT • • BOSTON

The Seal of Shipping Safety

Your product, shipped in a Gaylord Box, is protected by the famous Gaylord "Extra Margin of Safety"... the reserve strength built into every Gaylord Box that assures safe, unmarred arrival of its contents.

In American industry, the Gaylord name on corrugated or solid fibre shipping containers is recognized as the seal of shipping safety.

GAYLORD CONTAINER CORPORATION

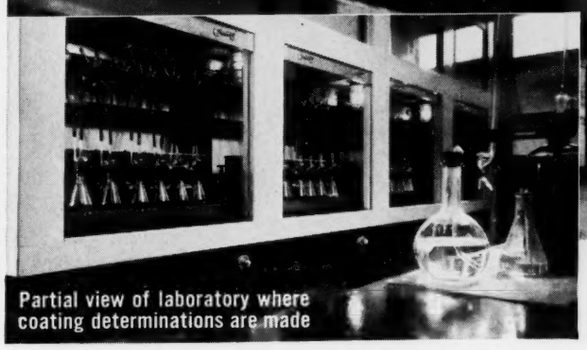
General Offices: SAINT LOUIS

There's a Gaylord plant or sales office in your territory.

FIRST CAME TIN PLATE...THEN DUCTILLITE

Grain structure is revealed by powerful microscopic device

One corner of the physical laboratory



Partial view of laboratory where coating determinations are made

DUCTILLITE Tin Plate is NEWS today... news of accomplishment, born of pioneering discovery. It has broadened the scope of fabrication; it has extended existing markets and opened up new channels of distribution for canners and packers. Backed by the most modern of laboratory and research facilities and by improved mill equipment for precision production, Ductillite Tin Plate is furnished today for every part of every type of tin container. Wheeling Steel Corporation, Wheeling, West Va.

WHEELING STEEL

Ductillite REG. U. S. PAT. OFF.

IT'S WHEELING STEEL

LAST CALL

IF . . . you check back to your August issue and find the entry blank or

IF . . . you wire us today for one or more entry blanks, and . . .

IF . . . you rush your packages, displays or what-you-will to us by parcel post or express with an "Expedite" label, and . . .

IF . . . it's postmarked before midnight, DECEMBER 22nd

YOUR ENTRY WILL BE ACCEPTED FOR CONSIDERATION IN THE GREATEST OF ALL ALL-AMERICA PACKAGE COMPETITIONS

A PLEA: **Much as we regret to eliminate anybody's favorite package because of late entry, the mechanical difficulties of opening thousands of bundles, listing, filing, entering and displaying thousands of entries make it impossible for us to guarantee consideration of any packages received after the time for entry has expired. As the postman says,**

WRAP SECURELY, ADDRESS CAREFULLY and MAIL EARLY

THE 1937 ALL-AMERICA PACKAGE COMPETITION

Sponsored by

MODERN PACKAGING

425 FOURTH AVENUE, NEW YORK, N. Y.

Ours is an ever-increasing circle of friends. To them, one and all, we extend our sincere wishes for a very Merry Christmas and a prosperous and Happy New Year.

Richard M. Krause Organization

For years, we have been devoted to the art of giving eye-appeal to products of exceptional quality. We have served many fields: jewelry, cosmetics, perfume, candy, playing card, liquor and others. Our customers have all come to know the value of distinctive box tops, wrappers and labels in establishing pre-acceptance of their better products. We place our experience and resourcefulness at your disposal.

RICHARD M. KRAUSE
INCORPORATED
Designers and Producers of Fine Labels and Box Tops
Metal Printed Surfaces
52 EAST 19th STREET, NEW YORK, N. Y.

Everybody's Happy
WITH A CARAMEL WRAP OF DIAFANE

1 Saves over 35% of Wrapping Cost

Diafane will save over 35% of the price of transparent cellulose wraps, whether you use printed or plain.

2 Absolutely Does Not Stick

Regardless of weather conditions, your caramels will not stick to Diafane—nor will pieces of Diafane remain on the caramel.

3 Excellent Transparency and Gloss

Diafane has a good shine and fully displays the appetizing appearance of your caramels.

4 Works on Any Machine

Diafane gives you maximum production efficiency. It folds well — and it stays folded.

THE CONSUMER prefers a Diafane caramel wrap. Small pieces of wrap are not left on the caramel, nor will part of the caramel remain on the wrap, regardless of weather conditions. This is particularly important when caramels are as rich in butter fat as Kraft's toothsome and delicious Dairy-Fresh brand.

THE PURCHASING AGENT likes Diafane, for it saves over 35% of the cost of unprinted transparent cellulose, with an equal saving if printed wraps are used. Think what this means in the face of generally increased costs.

THE SALES MANAGER favors Diafane. He not only realizes the importance of lower costs, and knows that pleased consumers increase sales—but he's sure to like the good gloss and high transparency that displays the caramel so temptingly.

THE FACTORY SUPERINTENDENT will also be a Diafane booster, for here is a wrap that gives him maximum production efficiency — a wrap that folds well and stays folded.

In addition to Chocolate, Vanilla and Licorice, the following New Flavors of Kraft Dairy Fresh Caramels are individually wrapped in DIAFANE.

Rum

Coconut

Raspberry

Coffee

Molasses

Cocoanut

Whether you're the Purchasing Agent, the Sales Manager, the Superintendent, or the "Big Boss" — you'll realize that if Diafane does what we say—you have found a perfect caramel wrap. Write for prices and for sample rolls — and make your own convincing tests.

RIEGEL PAPER CORP.
342 MADISON AVENUE, NEW YORK, N. Y.

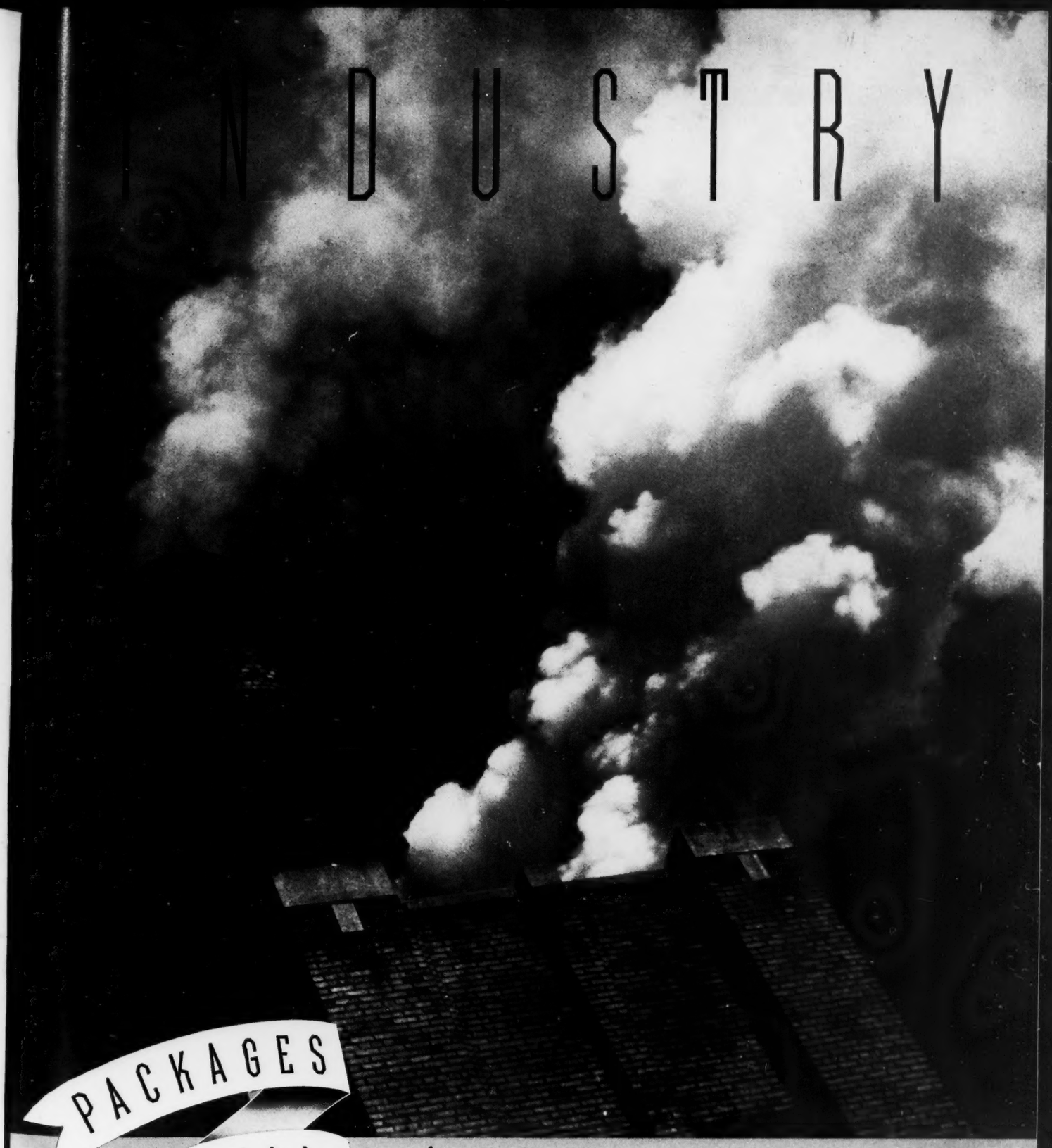
WHAT kind of a package will suit your customers best? How can you give it greater eye-appeal, new utility, modern styling, gay brilliant color . . . all the features that add greater sales appeal to your product. Answer these questions and you've found the open sesame to increased sales. And the four products shown, like countless others, found that Durez answered this question in the most satisfactory way.

No matter whether you're restyling an old package or designing a new one, you should investigate the advantages of Durez. With Durez you gain unlimited design possibilities, strength without bulk, an easy-to-look-at, pleasant-to-touch surface finish.

We'll be glad to tell you how other manufacturers have used Durez to merchandise their products, and perhaps we can make suggestions concerning yours. For further information and free monthly copies of "Packaging News", write General Plastics Inc., 1212 Walck Road, North Tonawanda, New York.

The Modern Packaging Material

DUREZ



PACKAGES BY ROYAL

Industry moves as its products move into consumers' hands. Volume is the all-important factor.

Sparkling Bags by Royal add an invaluable appeal to many products at the point of sale—are often a final factor in their choice over competing products.

Royal will be glad to assist you in developing a package which will give your product this added advantage. Write for information.

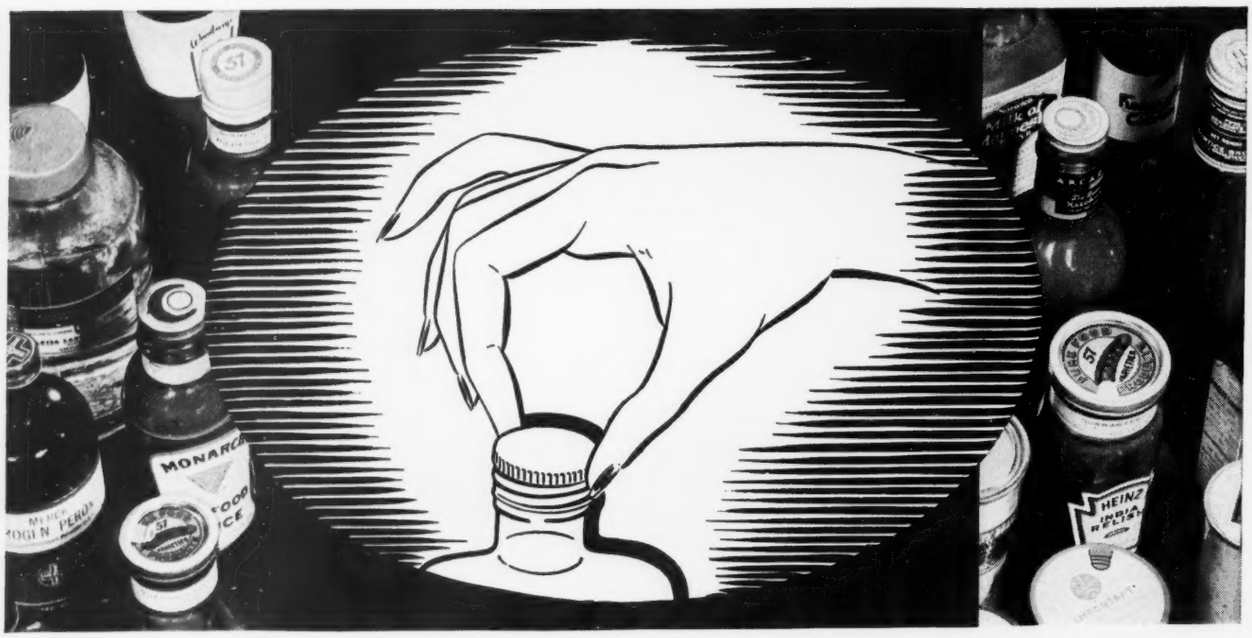
THOMAS M ROYAL & CO *Philadelphia U S A*

NEW YORK CHICAGO DETROIT PITTSBURGH BOSTON ST. LOUIS
MINNEAPOLIS SAN FRANCISCO DAYTON SYRACUSE DENVER ATLANTA DALLAS

1. Seals should seal the product securely.

2. Seals should look inviting to shoppers.

4. Seals should be usable as re-closures.



SEALS SHOULD OPEN EASILY WITHOUT TOOLS

Article 5. Alseco Sealing Creed

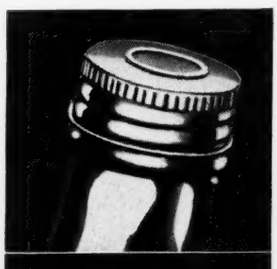
Manfully, woman will struggle along with any closure you may put on your product. She's bought it and, by hook or crook, she'll get it open, even if she does have to fume around or dig out some tool for the job.

But don't you suppose any woman would prefer a seal that yields to her two pink hands? And thank you for it? You know she would!

No one can say how many sales are lost by hard-to-open closures. But this much is certain: the easier the seal comes off, the less it retards sales.

We think, in fact we *know*, Alseco Seals are the easiest for women to remove. There is ample proof of this. Hence, with Alseco Seals you take the least chance of losing repeat purchases.

But ease of opening is just one thing you must consider. Sealing efficiency, appearance, re-closure features, tamper-proofing, and price are others. Not one of them is an obstacle to your use of an Alseco Seal. May we tell you why? Soon? Write ALUMINUM SEAL COMPANY, Dept. P-12, New Kensington, Pennsylvania.



Small R-O Seal

Goldy Seal

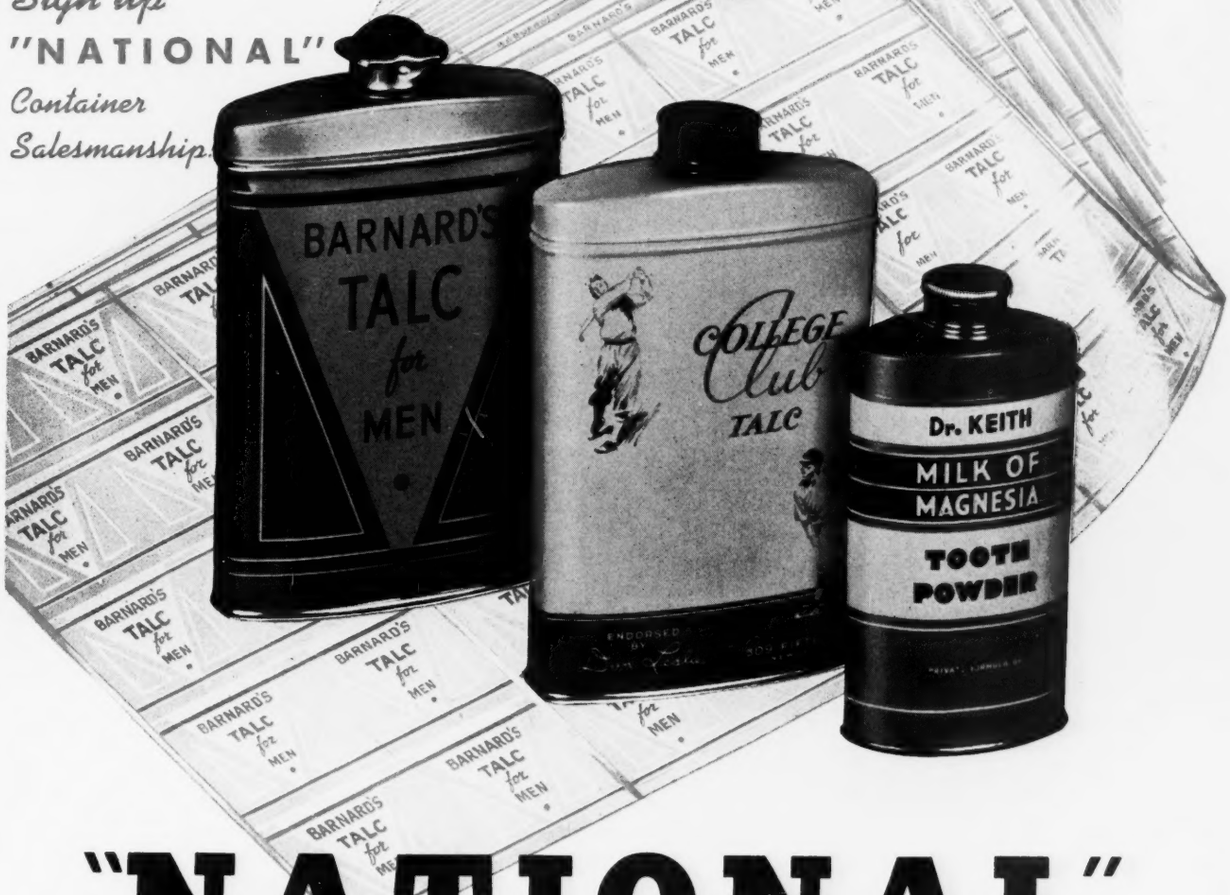
Trade Mark ALSECO SEALS Reg. U. S. Pat. Off.

Alseco SEALS AND SEALING MACHINES

MAN-POWER Salesmen by the MILLIONS!

They're **CONTAINERS** in-the-making, growing up to **SELL** distinguished lines. ★ **Spirit and Dash!** characterize **"NATIONAL"** designing and color treatments. ★ **"NATIONAL"** Packaging forces merchandise to a front line position by sheer force of attraction.

Sign up
"NATIONAL"
Container Salesmanship.

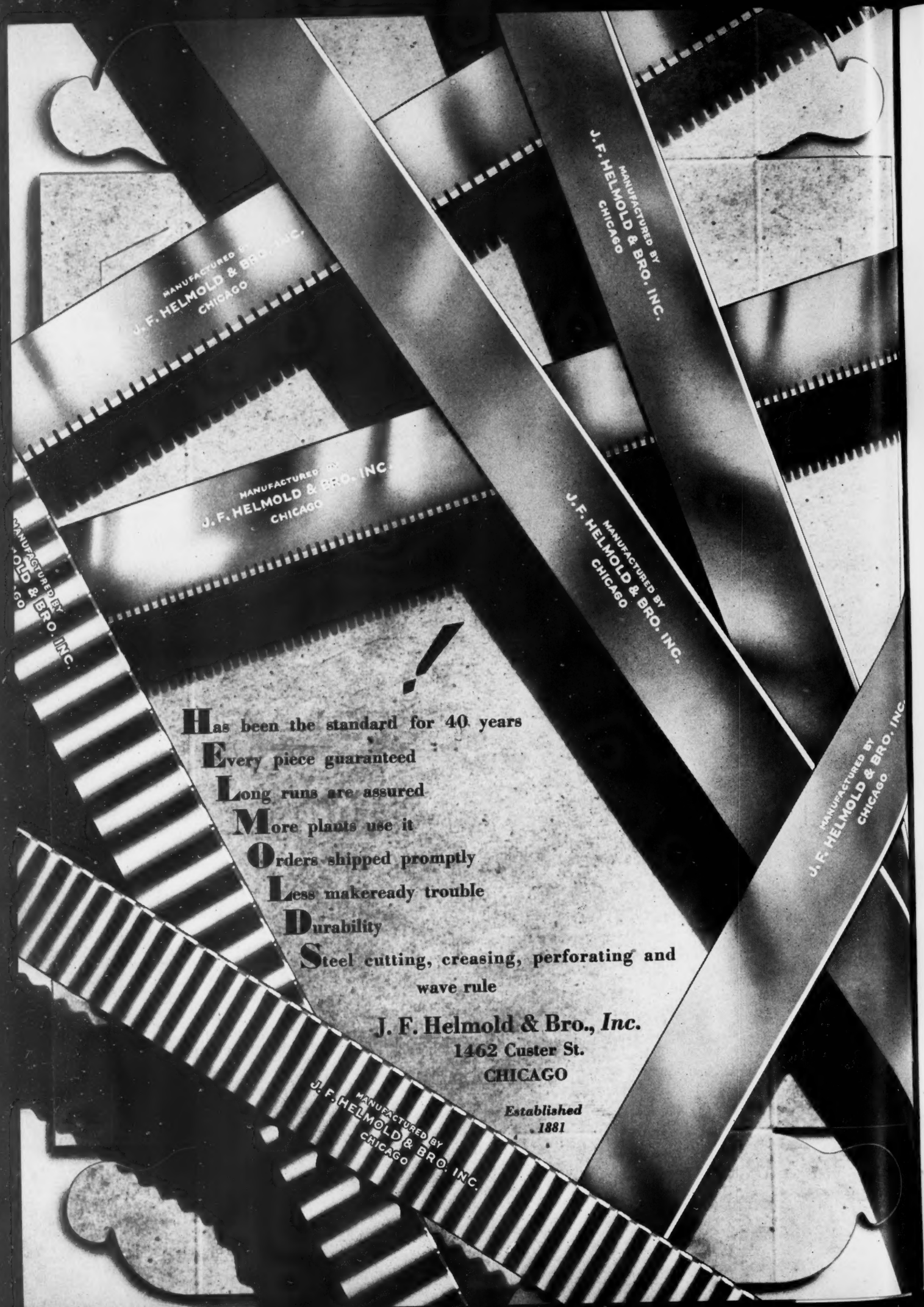


"NATIONAL"

SUBSIDIARY OF McKEESPORT TIN PLATE CORPORATION

NATIONAL CAN CORPORATION • EXECUTIVE OFFICES • 110 E. 42nd ST., NEW YORK

Sales Offices and Plants ● New York City • Baltimore • Maspeth, N. Y. • Chicago • Boston • Detroit • Hamilton, Ohio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J. F. HELMOLD & BRO. INC.
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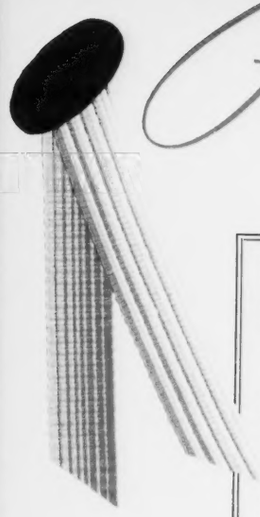
CHICAGO
!
Has been the standard for 40 years
Every piece guaranteed
Long runs are assured
More plants use it
Orders shipped promptly
Less makeready trouble
Durability
Steel cutting, creasing, perforating and wave rule
J. F. Helmold & Bro., Inc.
1462 Custer St.
CHICAGO
Established 1881

NOW IS THE TIME TO PLAN FOR SPRING and SUMMER PACKAGES

Send us your regular package and let us provide a concrete demonstration of the way in which colorful Ribbonette can be used to give it new life, tone, and eye appeal at little cost. Illustrated are but a few of the hundreds of patterns of Seasonal appeal for Spring and Summer which are available in a full range of widths.

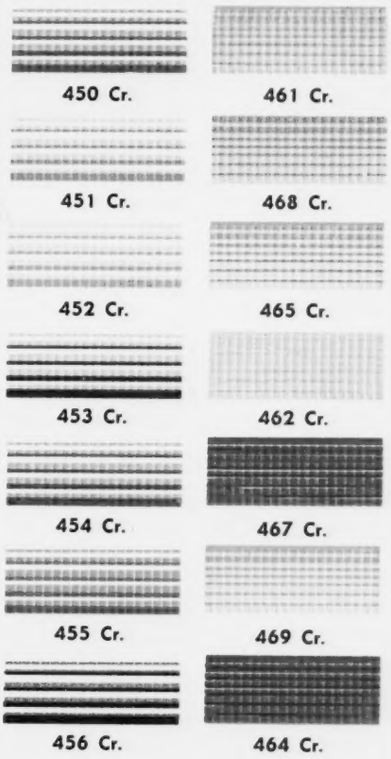
CHICAGO PRINTED STRING COMPANY
2319 LOGAN BLVD., CHICAGO, ILL.
225 FIFTH AVENUE, NEW YORK



Ribbonette

3/8" Wide

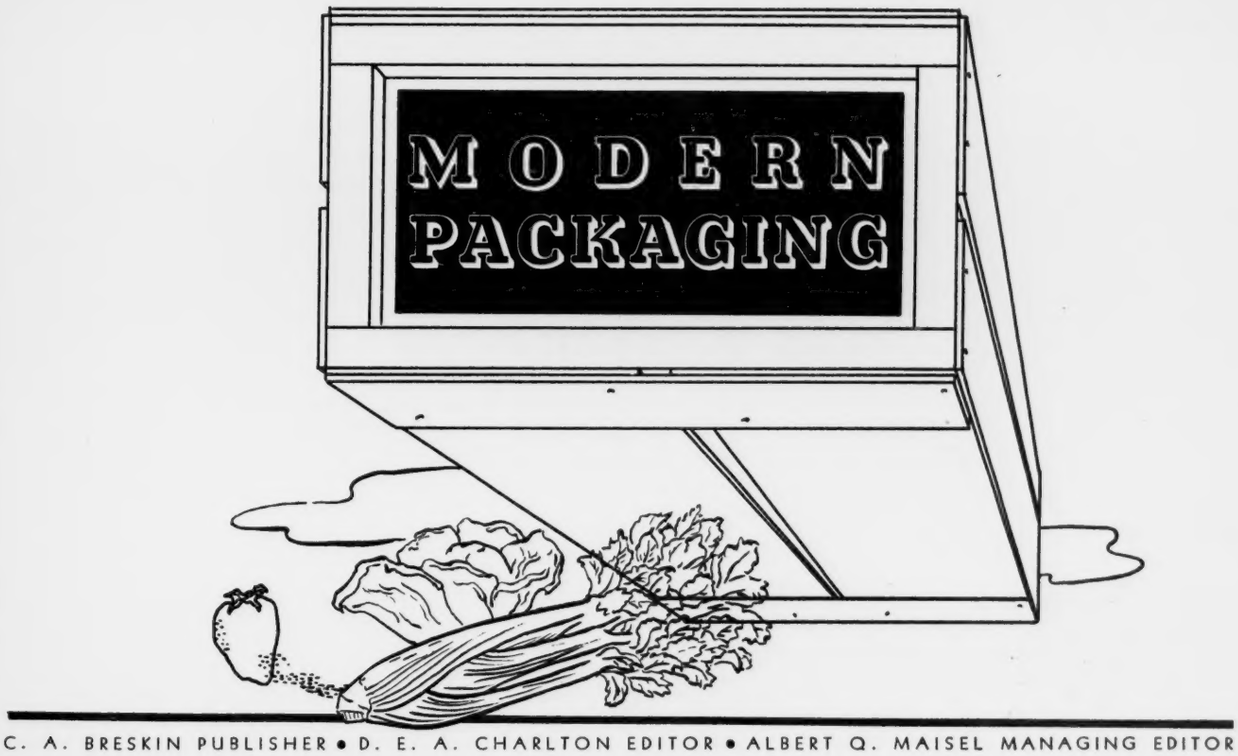
ORDER BY NUMBER



Ombre and duo-shade designs in 3/8" crimped Ribbonette. Made of specially processed fine cotton yarns.

Ribbonette Division
CHICAGO PRINTED STRING CO.
2320 LOGAN BOULEVARD, CHICAGO

"That's it... for 1938"
COMPLETE THE SALES APPEAL OF YOUR PRODUCT WITH AN OWENS-ILLINOIS Salescap
Vision in planning your drive for sales calls for an O-I Salescap! Depend on a Salescap to complete the sales-effectiveness of your product.. to safeguard the contents.. and to build customer goodwill. Whatever your requirements in metal or molded closures—come to O-I Salescap headquarters. A wide range of modern designs, sizes and colors is available. Owens-Illinois Glass Company, Toledo, Ohio. Branch offices in most principal cities.



C. A. BRESKIN PUBLISHER • D. E. A. CHARLTON EDITOR • ALBERT Q. MAISEL MANAGING EDITOR

A $600,000,000 LAGGARD

by PAUL WORK*

A LAGGARD IN PACKAGING IS THE VAST VEGETABLE industry of America—a $600,000,000 giant in the field of agriculture. Rail movement is over half a million cars beside truck haulage.

But a progressive laggard he is, for speed is gaining in the transition from bulk handling to shipping and trucking containers and on to consumer packaging.

Even the plebeian potato is now almost never shipped in carload bulk and the quest for a suitable consumer container for potatoes has drawn well nigh endless ingenuity and try-out during the past few years. As far as I know, gleaming, printed metal foil has not been tried but paper and cellulose film as individual wraps have been tested—the former extensively used. The last stronghold of bulk shipment—the watermelon car—has been invaded, and I understand crates for watermelons are now in use for fancy trade.

Three Special Problems

The packaging of farm products speedily reveals difficulties, serious and sometimes baffling, that do not prevail with most mercantile commodities.

*Professor of Vegetable Crops, Cornell University.

First, the products of plants are living and highly perishable. Vital processes go on accompanied by deterioration—slow or rapid according to conditions.

Second, the goods are widely variable in their size, shape, and quality.

Third, prices fluctuate quickly and widely.

Far from accepting defeat in face of these difficulties, modern packaging, co-ordinating with other measures, finds itself in possession of means to solve these problems, making the product so desirable from the consumer viewpoint that profitable prices may be realized.

The first difficulty is met by due attention to rapid handling and transport, to keeping favorable temperatures—usually low, and preventing moisture loss.

The second problem is combatted by good culture before harvest and by close sorting at the shipping point; by separating sizes, grades, and maturities into suitable groups—some to be packed for the consumer, others to be handled cheaply in shipping containers, and still others to be discarded as not bringing sufficient return to justify merchandising costs. This matter of sorting or grading calls for judicious compromise be-

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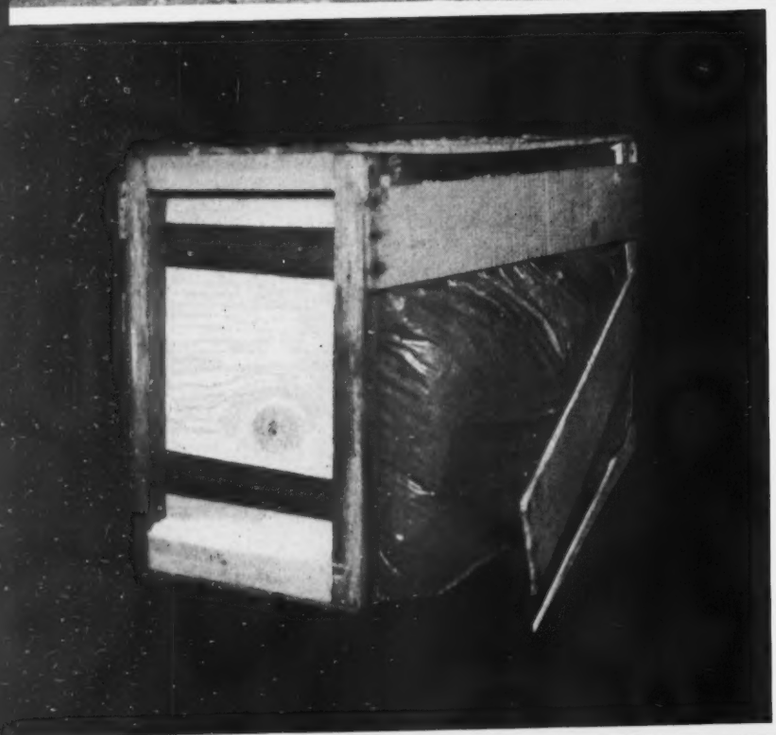

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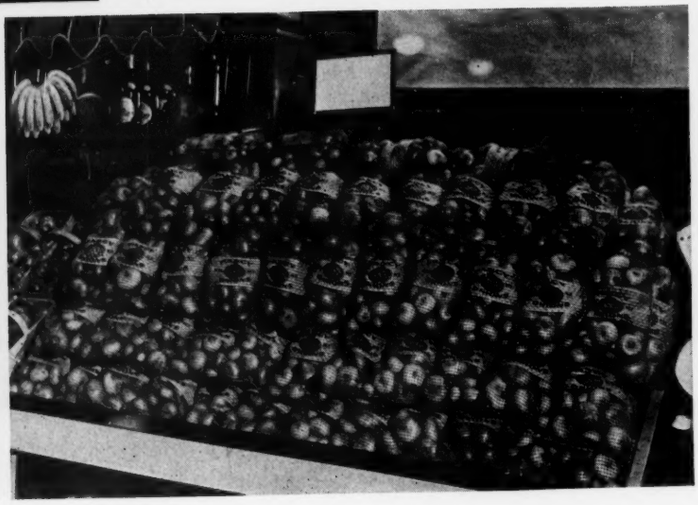


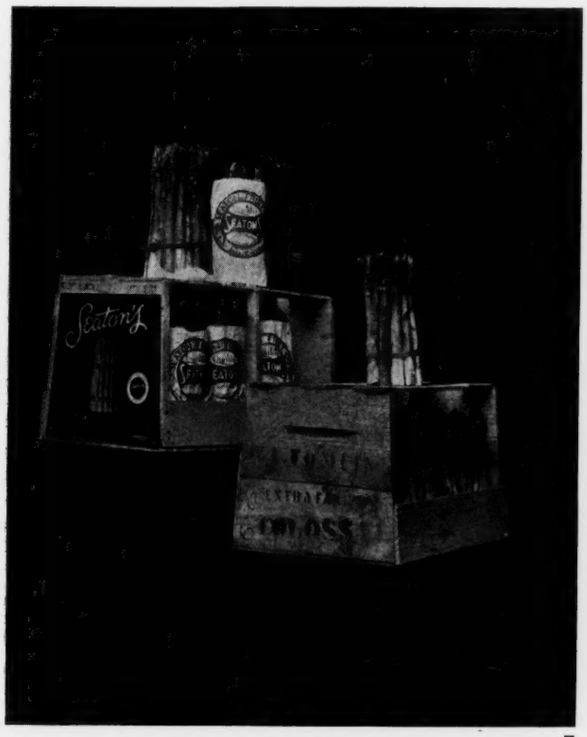
tween ideal standards and economical utilization for various classes of trade.

The third problem of price fluctuation tends to flatten out as quality and pack are improved and standardized. One melon shipper keeps a uniform price throughout the season. Last summer, with no special packaging, tomatoes retailed at 8 to 10 ¢ a pound whether farmers received 10 ¢ or $1.50 for 5/8-bushel basket.

General Requirements

What is expected of a vegetable container? All that is asked of the package for nails or crackers or mothballs, plus considerably more, on account of perishability and variability of the product.

The container must carry its contents to destination with quality unimpaired. This means, first, adequate strength to withstand the stress and strain of car or truck transport and of handling after unloading. The Western lettuce crate rides well against the jolts and thrusts of the car but is none too strong when unsupported by its mates and by the usual car-bracing and stripping. Waste on unpacking is serious. The square braid veneer basket for tomatoes is good in truck and store but not so suitable for rail.



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The ideal calls for adaptation to size, shape, and solidity of the product. Asparagus is fragile, potatoes are firm. A deep hamper is suitable for snap beans but not for tomatoes.

The container must be adapted to requirements of temperature, moisture loss, and ventilation. In general, good insulation against entrance of heat is indicated, for produce is pre-cooled and refrigerated more widely each year. If not so treated, free means for giving off the heat generated by vital processes, by respiration or breathing, may be required.

The container and its fastenings and corners must not bruise or scar or puncture the contents.

Mere carrying and protection are not all that is asked of a container. It must help to sell the goods. Contributing factors are appropriate size, with general trend toward smaller packages; bright, clean material, neatly fabricated; attractive display of contents themselves affording perhaps our strongest sales pull; and finally, effective printing and labeling.

Minimum cost consistent with other requirements may not be overlooked. This includes price of empty container and cost and convenience of transport, storing, making up, and handling. Then follow light weight, convenience of packing, and adaptation to the mechanical systems that are invading even the vegetable world.

Finally, other things being equal, standard units should be favored. Baskets must conform to Federal standards. Odd subdivisions of quarts and pounds engender confusion. The public may be kidded by 28-oz. bottles of ginger ale or 14-oz. cans of milk, but how far do such units advance anybody? On the other hand, blind adherence to conventional forms is not to be defended if definite objects are to be gained by change.

1–2. At left, a typical example of a wasteful, untidy and uneconomical over-bulged pack, exposing its contents to needless damage. In contrast, at the right are seen a number of bulge pack wire-locked baskets providing far more efficient transport and far neater in-the-store appearance. Photo courtesy Saranac Machine Co. **3.** Lettuce takes more tons of paper than any other vegetable marketing job. Parchmentized kraft seems to be replacing waxed kraft as it is claimed to be more waterproof, lighter and stronger, especially when wet. While a large volume of such paper is still used unprinted, the trend seems to be toward print designs. **4.** Open-mesh bags are widely used for shipping cabbages, onions, potatoes and many other vegetables and fruits. In refrigerator cars they are stacked according to pre-arranged diagrams and covered with crushed ice and snow ice, providing an extremely compact form of shipment and full utilization of available space. Photo courtesy Bemis Bro. Bag Co. **5.** For onions and other products sold in multi-pound units, open-mesh bags with sewed-in labels make a neat and attractive display and a convenient consumer container. Photo courtesy Bemis Bro. Bag Co. **6.** Cellophane wrapping is coming into ever-wider use, particularly for delicate products such as lettuce and asparagus. **7.** A contrast between wrapped asparagus and a bundle merely ribbon-tied. Note that the more attractive and better protected package comes in a crate which likewise shows evidence of sales-mindedness.

Shipping Containers

Primitive as vegetable packaging may appear at present, a trip back to the old market garden days reveals amazing change. As a matter of fact, many clumsy and unsanitary methods are still in vogue for local market.

The old slant-sided oaken basket of the market gardener is still to be found on Wallabout Market in

Brooklyn; and truck after truck of bunched vegetables moves without benefit of any container beyond a bit of string or a rubber band, exposed to evaporation and filth—no more presentable for polite society than the African bushman.

Long-distance competition, even during the height of the local season, is forcing growers at the very gates of our consuming centers to adopt better handling and packing methods. Central packing-houses are to be found in Ohio and New York and Pennsylvania, as well as in Florida, Texas, and California.

When boat transport of vegetables began in the fifties, and rail in the eighties, containers became necessary.

While growers have been most concerned until very recently with the problems raised by shipping packages, great progress has been made in the last few years, and particularly in the last few months, in the development of consumer packs which are shipped either as shipping containers or grouped into larger containers, but which are designed to carry the merchandise from the retail store into the consumer's home. For the dealer such packages eliminate the responsibility of selecting individual pieces of merchandise, save time in measuring and bagging or wrapping for delivery, and prevent some of the losses due to spoilage and handling in the store. For the consumer these packs provide many of the advantages of measurement and branding that the housewife has grown used to in other fields.

8

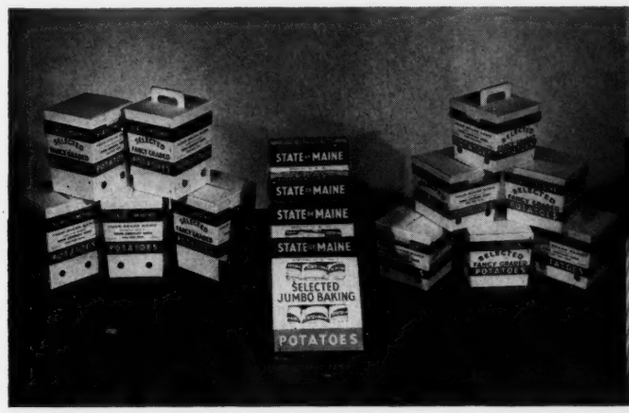
The barrel loomed high for spinach, bunch vegetables, cabbage, cauliflower, and potatoes. It is still in use for potatoes though boxes—many of them wire-bound, paper-lined, and labeled—are increasingly employed, and bags are general in the North. Peas and beans brought the hamper or deep veneer basket into use. More recently, the round bushel basket of veneer has come in for spinach and for root crops with tops removed. This same bushel ruled for a short time for bunch carrots and beets but has given way to a far better pack, mostly the Western lettuce crate or its half-size sister. With tomato and peach shipments came the six-basket carrier with its 4-qt. tills and the four-basket flat with 3-qt. tills. These have given way to the 30-lb. lug-box as it has spread from California to Texas, Mississippi and Tennessee, later to Florida, and now to Jersey and upstate New York. Muskmelons have been crated from the beginning of shipments. It has been common to use three sizes each carrying 45 small, medium, or large melons to the crate.

Bags of burlap, cotton, or paper twine are widely used for potatoes, cabbage, onions, topped carrots, and other roots, and, in short-distance movement, for sweet corn. Long-distance shipment of sweet corn is in bags or bushel baskets, or in wire-bound crates. Heating is fatal to quality in this luscious vegetable, and an upstate New York grower, using new printed bags, dips the ears in ice water, and loads a ton of ice in the truck. He is experimenting with paper and with other forms of containers. The slant-sided asparagus crate with bunches erect has been standard for years.

The Bulge Pack

Bulge packing is partially justified to insure a full pack at destination in spite of unavoidable shrinkage in transit. Better cooling and refrigeration tend to minimize shrinkage, and over-bulging is a crying abuse—gypping the shipper, damaging the goods, and fooling practically nobody.

Shipping containers are well described in Farmers Bulletin No. 1579, to be had for the asking from U. S. Department of Agriculture. The Freight Container Bureau, run by the Associa- *(Continued on page 84)*



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8. Outstanding packaged vegetable promotion of the year is undoubtedly that of the State of Maine potato growers, built around a series of consumer packs. Here shown is a large floor display flanked on the left by a floor display utilizing a convertible shipping case and the unit packs for jumbo baking potatoes. On the right, 10-lb. and 15-lb. handle baskets are shown stacked for floor display. Smaller counter display units and packages are seen to the rear. Photo courtesy Robert Gair Co., Inc. **9.** A further group of State of Maine cartons constructed of specially treated, moisture-resistant board and equipped with die-cut handle and pilferproof die-cut locks. In the center are seen window display cartons for jumbo baking potatoes. Note that these packages are being used by a number of growers whose names are imprinted, so that the general design ties in with the State's promotional advertising campaign. Photo courtesy Container Corporation of America. **10.** A stitched telescoping box with all-over background design and bold display-lettered brand marking is utilized by the Detroit Tomato & Produce Co. Photo courtesy Hinde & Dauch Paper Co. **11.** Full telescoping stitched fibre box with die-cut ventilating holes utilized for potatoes. Note the extensive brand marking and the over-all background design. Photo courtesy Hinde & Dauch Paper Co. **12.** A consumer tomato pack using a fibre carton, equipped with a break-back top to permit of use as a counter display. Photo courtesy Hinde & Dauch Paper Co. **13.** Individual folding cartons, made of moistureproof board printed in two colors and equipped with moistureproof cellulose windows, bring celery from grower to consumer in attractive condition. Shipped in a colored corrugated case. Photo courtesy Robert Gair Co., Inc. **14.** Neatly designed folding cartons equipped with cellophane windows are used by the Atlantic Commission Co. for the packing of fancy tomatoes. The cartons are shipped in a printed corrugated shipping container. Photo courtesy Robert Gair Co., Inc.

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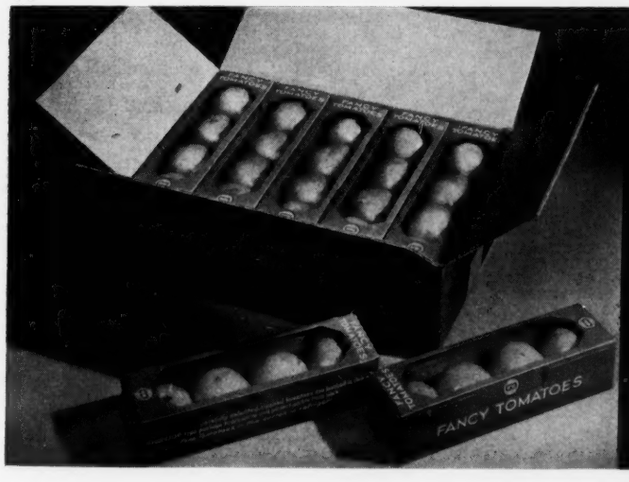

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SWIFT MODERNIZES AND NETS A *saving*

ONE OF THE MOST THOROUGH PACKAGING jobs was recently undertaken by Swift & Co. on their top grade butter, eggs and cheese items. It is interesting, because these items represent one of the largest family groups of any manufacturer in the country. It presents an exceptionally fine case history of package change, along conservative yet very modern lines which, in addition to improving package appeal and appearance, actually reduced costs far below previous levels.

The family of Swift's Brookfield butter, eggs and cheese products had been built up over a period of years. As new products were added to the line, the packaging of them was in some instances considered a separate problem. While family resemblance was a factor, still the thread was not as closely knit as would have been the case had the entire group been designed together. Because the job extended over a period of years, some of the older package designs were outmoded, in comparison with the newer ones. On one or two units three or four colors were used in reproduction. It was desirable to reduce the number of colors if possible, and in doing so lower supply expenses on products that carried very narrow selling margins.

This was, briefly, the problem Swift & Co. had to contend with. As the first step towards the solution, the services of E. A. Spuehler, a designer, were retained. With Mr. Spuehler they studied the entire repackaging question and agreed upon three objectives.

First: Insofar as possible it was desirable to carry over an element of design which could be extended to all products in the family, and at the same time serve as a connecting link between the old and the new. Trade and consumer familiarity with Brookfield packages made a complete change unwise. Mr. Spuehler found this element of design in the clover blossom and leaves. These had been employed as decorative features on many of the earlier cartons and packages, and carried a definite identity for the Swift's Brookfield brand. There was an additional advantage in that the flower and leaves easily adapted themselves to a variety of package shapes. The farm association conveyed by the clover also lent itself naturally to farm and dairy product.

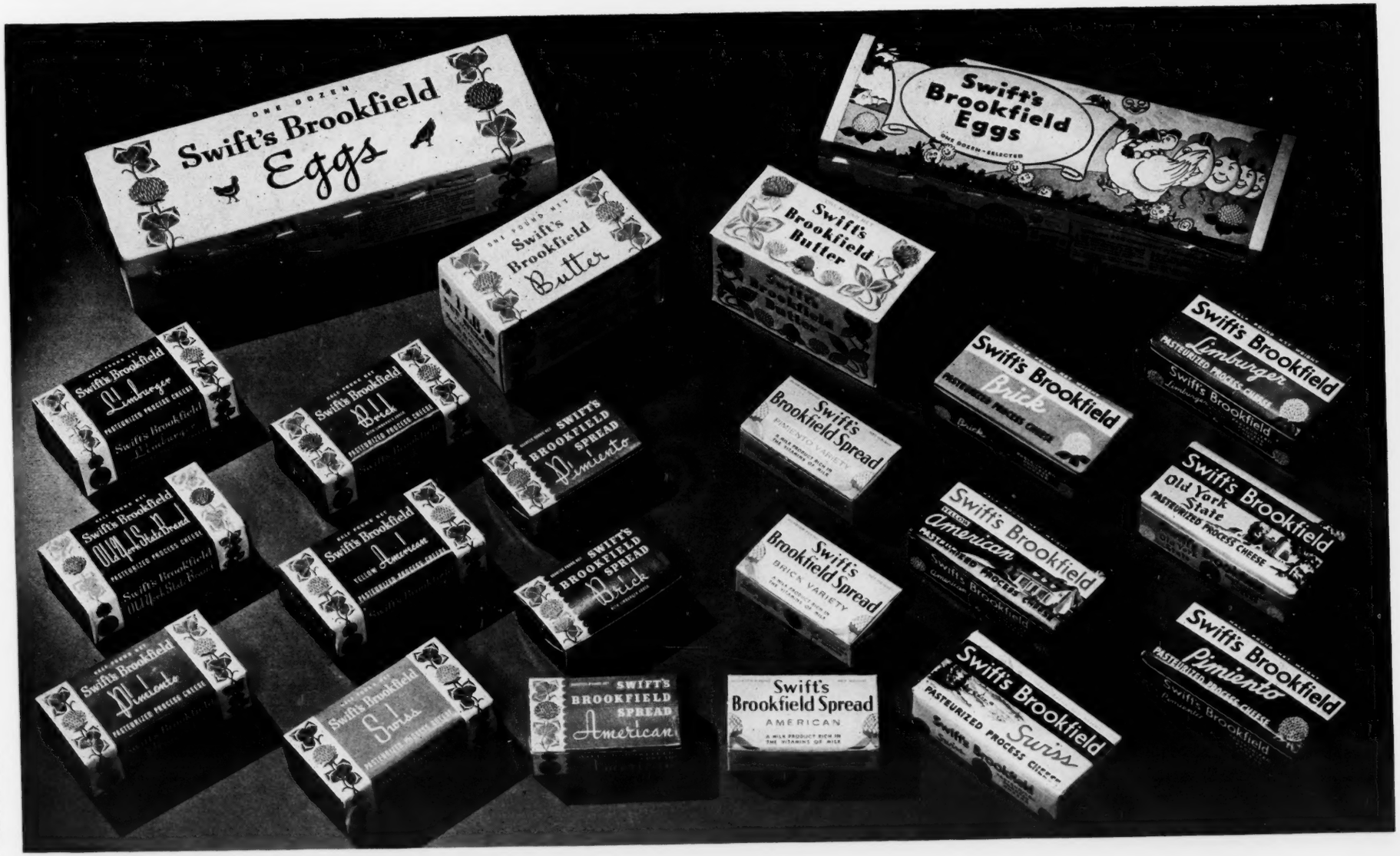
Second: One of the pre-requisites in any packaging program is to give individuality and distinctive character to the product. This was accomplished by revitalizing the clover motif and by coupling with it a graceful style of lettering that would quickly identify the product to the consumer. Decorative design, lettering and color joined together in giving the packages a feeling of farm freshness through their very simplicity. Simplicity also made for attractive and appealing containers which were more certain to register in the shopper's mind. Alternating use of two color combinations provided an easy mark of differentiation between various types of products packed in the same size and shape containers.

Third: Through simplification and application of one basic design to the entire family of products, there was an opportunity to effect economies in the production of supplies, while at the same time improving the physical appearance and construction of the packages. Swift & Co. took a fresh start in the matter of construction. Packages, cartons and wrappers, merely because they had been used in the past, were not looked upon as favored sons, and manufacturers were canvassed for new ideas which not only gave products the necessary protection but which were also practical. Answers to this search had to be found, of necessity, within reasonable cost limitations.

These three objectives were foremost in Mr. Spuehler's mind in attacking other ramifications of the problem. By experimenting with design and color it was demonstrated that packaging, to be attractive, need not necessarily rely on three or four color printing. Two colors, in this case, actually did a more satisfactory job and brought about considerable saving. The influence of strategic use of color for identification purposes is also reflected in preventing plant shipping errors.

Swift & Co. conducted laboratory tests of paper and board stocks to determine durability and keeping qualities. Before final selection was made, all materials were subjected to tests under everyday working conditions.

Probably the most forceful lesson learned from Swift's repackaging experience is the realization that improvements and modernization can be effected at a saving. Manufacturers might well bear this in mind when reviewing their old-fashioned packages which have been clung to mainly because of unwillingness to spend money redesigning. In many instances an initial investment will return dividends through smaller supply costs and greatly increased sales.



NEW The redesigned line utilizes two color printing to achieve individuality and distinctive character. The colors are varied on different packages but the flower and leaf design binds the group into a tightly knit family.

OLD In contrast, each of the old packages bore its own illustrations, varying in type and style from all the others. Various styles of lettering and varying color combinations added to the confusion.

THE TEXTILE INDUSTRY 2

A continuation of a survey on the relation of Packaging to various other elements affecting the growth and development of the Textile Industries,

Conducted by Modern Packaging's Institute of Package Research.

THE TEXTILE INDUSTRY, THE FIRST HALF OF the survey of which appeared in the November issue of MODERN PACKAGING, is undergoing a revolution which has affected practically every phase of its operations. During the 'teens and twenties it had become one of the most backward of American industries in its manufacturing technique, its merchandising policies, its manufacturer-to-retailer channels, and its general approach to the problems of the consumer. It has found, however, in this third decade of the twentieth century, a new viewpoint, a product of its many struggles with the hard realities of depression years.

In its assimilation of this viewpoint, the industry is still feeling severe growing pains. Packaging, as one element of this progress, shows an unevenness of development surprising to those who have spent their working years among other less hectic industries.

One major trend in the textile industry as a whole—and one which has been marked by much heated controversy—may, for want of a better name, be noted as "the trend toward Consumer Information." By the latter term is meant the supplying to the consumer of a variety of facts which make possible the intelligent purchase of textile products.

In its need for such facts, the textile industry is not unique. The drug and food fields were forced by law and by the logic of their position to utilize their own form of consumer labeling many years ago. In this sense, almost every explanation of the ingredients of a product, the manner of its use, the care which is to be given to it, or the uses which are to be avoided, is a point of consumer information. In the textile industry, however, the need for such data takes a very special form.

Textiles have, heretofore, been usually "blind" articles. This "blindness" is reflected even in the names which are used for materials, colors, styles and weaves. A woman is expected to know the names—the ever-changing names—of hundreds of different stocking shades and fabric colors. She is expected somehow to learn the meaning of such words as worsted, shoddy, percale, denim, rayon, serge, tweed, etc., and she strives manfully to the task. Still, for all the names she learns, she can hardly know those facts, which it is essential for her to know, to intelligently select the textile products she buys.

Quite naturally, this condition has led to extensive abuses in the past. Fabrics which should not have been weighted, have been so treated. Fabrics which were not fast to light, have been called such by hard-pressed sales clerks. Shrinkable fabrics sometimes take on complete unshrinkability in the enthusiasm of the storekeeper's desire to clinch a sale, and with every such practice there comes a break-down of the consumer's trust of retailer and manufacturer, a lessening of the value of both store names and brand names. Hence, as a reaction to these practices, the more progressive stores and more reputable manufacturers have gradually turned to a consideration of methods of applying to the product an identification of its various qualities and attributes, and thus making impossible any deception or allegation which formerly brought about so much ill-will.

Now, here again, the pecularity of the textile industry makes itself manifested. You can identify or brand an electric bulb, you can mark "sterling silver" upon a spoon, you can mark sewing machines, shoes, and a host of other commonly purchased products; but in most cases

it is extremely difficult and often undesirable to place your mark directly upon the textile item itself.

Hence, consumer information inevitably means tagging or labeling in some form or other. And tagging and labeling has served as the opening wedge for packaging throughout the industry. For, once you have decided to call upon a package supplier for a means of identification, it is but a very short step to call upon him for a whole group of other aids in selling which, in their aggregate, constitute a package.

Much resistance has, however, existed to labeling of this type. Its introduction has required a complete change of mental attitude on the part of both manufacturers and retailers and, hence, even today we find many potent forces within the industry extending the most reasonable arguments against the trend. Nonetheless, it can be safely said that the trend is so well established today that our problem is not so much to examine whether or not it exists, but rather to measure the strength of its present development and perhaps to foretell its future growth.

This strength can be measured in many ways. One may note the increasing importance of branded products in the textile field. The stocking industry is largely dominated today by national brands. So, too, is that portion of the textile industry which supplies the more common household textiles—sheets and toweling in particular. The industrial textiles, of which there are a very wide variety, and which reach consumers who are in a position to enforce their demands for such information, have long been carefully identified and labeled. On the other hand, progress has only begun in some other portions of the field, notably those sections of the industry known as "ready-to-wear."

One may also note the many department stores, and even specialty shops, which maintain, as one of their major tools of merchandising, laboratories which select and report upon the various textile items carried in the store's stock. Such laboratories are widely advertised in order to establish the store's "o.k." as a consumer's assurance that the product lives up to certain minimum requirements as to washability, wearability, etc. Con-

TABLE SIX: THE TREND TOWARD CONSUMER INFORMATION

Each buyer was asked, "What type of information should or should not be on the textile package, i.e., brand name, manufacturer's name, etc.?" The answers, grouped by departments, will serve to indicate the type of information desired. It will indicate, too, that the trend is definitely toward detailed identification of textile products.

NUMBER OF BUYERS QUESTIONED **63**

SHOULD	SHOULD NOT	
67	1	← brand name →
36	38	← manufacturer's name →
56	12	← washing and cleaning instructions →
15	39	← fibre identification →
2	47	← labor conditions →
1	34	← cross reference to related products →

NUMBER OF BUYERS QUESTIONED **106**

SHOULD	SHOULD NOT
102	7
35	57
96	8
55	22
2	45
1	34

NUMBER OF BUYERS QUESTIONED **50**

SHOULD	SHOULD NOT	
46	4	← brand name →
18	29	← manufacturer's name →
45	2	← washing and cleaning instructions →
28	9	← fibre identification →
9	23	← labor conditions →

NUMBER OF BUYERS QUESTIONED **196**

SHOULD	SHOULD NOT
88	3
47	46
90	2
63	23
30	47
21	45

The Testing Picture
In Department Stores
IF it doesn't hurt her to know about furs
metals
jewels
PEARLS
PLATED SILVER
WOMEN'S WEAR DAILY, THURSDAY
23% of Women Buy Tested Clothes, Study of Altoona
First Coordinated Test Plan in 1930
Program of American Viscose
Fabric Labeling Discussed by Fashion Group
Fabric Labeling Discussed At Fashion Group Luncheon
30 SECONDS IN HELL!
DAILY NEWS RECORD, THURSDAY, SEPTEMBER 30, 1937
EXECUTIVE EDITION
Retailing
NEW YORK, N. Y., MAY 17, 1937
SECTION TWO
The Consumer
HERALD TRIBUNE
Proper Labels Held Sales Aid By Brightman

How important every branch of the textile industries believes the trend toward informative labeling to be may be judged by these few of hundreds of articles on the subject which appeared in the trade press in the last few months. At the far right may be seen the tags and labels of Marshall Field & Co., one of the finest informative jobs done to date.

sumers' organizations have likewise been active in their vociferous demands for certain types of textile analysis and identification, and this activity, at first confined to small groups, is today extending until it is not at all unusual to find small town women's groups engaged in ardent and excited discussion of various elements to be sought and tests to be used in determining the quality of textile products.

The question naturally arises, "Just what information should or should not be placed on a textile product or package?" In seeking the answer, the Institute of Package Research had several alternatives. It could judge by the average of what existed today. It could judge by the demands of consumer representatives and those who allege themselves to be consumer representatives. It could judge by the opinions of textile manufacturers. All these, however, were rejected in favor of the opinions of department store buyers since these, it was felt, would best reflect both the demands of the consumer and those imposed by the nature of the merchandising apparatus around which the textile industry has been built.

Hence, in Table Six will be found a tabulation of the answers of many hundreds of buyers in the four major textile handling departments of stores of every type of trade, located in every geographical division of the country and every size of city. It will be noted that although opinions of buyers vary widely, certain types of information are very definitely in demand. The buyer wants "branding" and wants it badly, thus reflecting an

awareness of the experiences of retailers in other departments. The buyer is equally anxious for clear and explicit washing and cleaning instructions. Here the answers reflect both the pressure put upon the buyer by the consumer and a desire to eliminate the waste of time and money involved in imposing this duty upon the sales clerk. The buyer feels that the duty of giving such explanation should most logically rest upon the supplying manufacturer who will utilize the package or label as a means of achieving his end.

Almost as anxious are buyers for fibre identification. They want to know, and they want to be able to tell the consumer in clear and explicit terms, just what fibres—natural or artificial; cotton, silk or wool; rayon or acetate—have gone into the product they are offering and in just what proportion these fibres have been mixed.

In two other classifications, a vigorous *minority* endorses the inclusion of data on labor conditions, but a majority—and quite a substantial one—expresses a desire for the absence of manufacturer's name and cross reference to related products. Both of these, it will be noted, are portions of a label which seek—in effect, if not intent—to get around the buyer's ability to control the consumer's purchases. They are forms of information which tend to channelize the consumer's purchasing habits and thus to circumscribe the buyer's ability to buy in the most favorable market and to shift his purchases and exert the pressure of his purchasing power in the wholesale markets at will. Hence the interests of retailer and manufacturer often conflict on these points.

It has been felt impossible and unnecessary, in a survey of this type, to go into full detail on possible information that might go upon a package. Such "possibilities"—while falling into broad general groups—must vary with each type of product and perhaps with every different item. They vary, too, according to the type of store through which the product is usually sold and the wholesaling set-up behind the particular item.

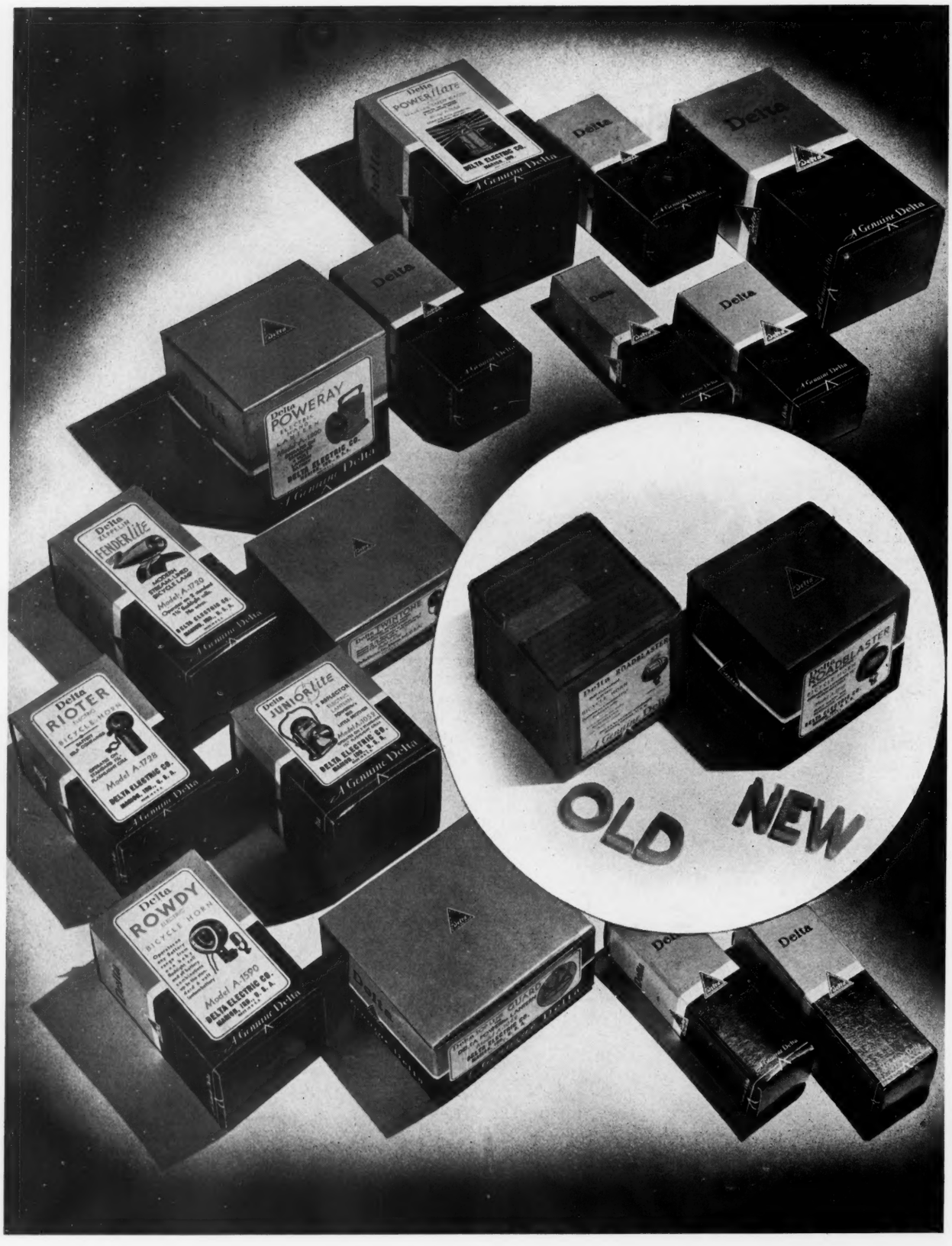
The conclusion is inevitable, however, that clear, precise and detailed identification of the construction, use and content facts about the product is becoming more and more an essential of all textile merchandising. To both the textile manufacturers and suppliers of textile packages, this one fact offers a common initial meeting ground for the textile package.

CASE HISTORY

OF A REDESIGNED LINE OF TEXTILES

In the previous portion of this survey, a number of our observations were illustrated by a case history which described the experiences of a major manufacturer in the planning of packages to aid the introduction of a completely new line. It is but fitting at this time, in concluding this survey, to demonstrate in actual practice a number of the points brought out in both this and the previous section with another case history.

MODERN PACKAGING has been fortunate in obtaining the following report on the repackaging of the wholesale line of Carson, Pirie, Scott & Co. ***(Continued on page 56).***



1. The Delta family numbers more than a score of cartons of various sizes and shapes. Yet, all today present a uniform appearance, permitting their use as virtual building blocks in the preparation of window displays.

2. Many products required special corrugated or solid fibre partitions for internal support, each presenting its own problems and demanding a separate, ingenious and low-cost solution.

BRINGING SEARCHLIGHTS INTO *the spotlight*

How the Delta Electric Company Converted Its Line from an "Under-the-Counter" Group and Yet Netted a Saving

NO MATTER HOW MANY REASONS THE THEORists erect to justify the existence of packages, the fact always remains that the one basic reason for the package—in the vast majority of cases—is to make possible the shipment of units of merchandise. It is this reason that calls for the utilization of some package—any package—but once shipment of units has been made possible, a host of additional considerations come into play. They add new functions to the package, change its shape, its material, its color, its wording and its construction. It is these changes and the study of the considerations that induce them, that the professors lump together under the term, "Merchandising."

Seldom, nowadays, are packages found in their "raw form"—as shippers, pure and simple. Particularly interesting, therefore, is the redesign program which has transformed an entire series of plain, corrugated cartons into a family of attractive, convenient and sturdy folding cartons, reinforced with specially engineered corrugated inserts and dividers. The old containers were completely effective in so far as their basic utility, as units of shipment, was concerned. But time and the changing methods of the retail and wholesale outlets for Delta products induced a growing demand for packages that would assume additional functions. In the words of L. F. Cole of the Delta organization, "Our salesmen continually reported that our products were not getting the display and attention they should in the retail stores, and further investigation usually revealed the fact that the packages were stuck under the counter or on back shelves and more attractive packages put in the more prominent places. Of course our lanterns were displayed on counters, in cases and in windows, but they could not be displayed continually as other products were shown, and when Delta was not in the window or on the counter, it was out of sight entirely rather than on a shelf in full view of the purchaser.

"This condition was so pronounced and so many similar products were attractively and neatly designed that we felt our prominence in the industry was endangered if we did not improve our carton.

"For quite some time we have had in mind improving our packages. Operating on the theory that the chief purpose of the package was to get the goods to the destination, we hesitated to turn from the corrugated type of container as it protected and relieved the contents from shock. We never had any complaints whatsoever as to shipments being damaged in transit. In other words, while we realized that our package did not indicate the quality of the product, yet it did perform its function as a purely carrying agent." *(Continued on page 68)*

IS YOUR
PACKAGE
A
wall flower?

Sales go forward when you use these up-to-date Owens-Illinois Salespackages. The Futura, design patent No. 94747, with No-Knurl Cap. The Common Sense, with 63 mm C.T. Cap.

Help popularize your product with an

OWENS-ILLINOIS

Salespackage

Poor wistful Louise—hasn't learned that a spark of smartness in dress and make-up works wonders in bringing popularity.

Perhaps your sales are suffering from "wall-floweritis"—due to a slightly out-of-date package? It's worth looking into! A good plan is to submit your *entire* packaging problem—including container, closure, label and carton—to careful analysis by Owens-Illinois Packaging Research. Their practical suggestions—based on long and broad experience—usually mean greater sales for food packers. Owens-Illinois Glass Company, Toledo, Ohio. Branch offices in most principal cities.

1. To win new smokers to the use of Briggs pipe mixture, the P. Lorillard Co. developed this set-box, offering a pipe in conjunction with the purchase of two tins of smoking tobacco. The box, covered in a linen-finish, embossed paper, was manufactured by the Cambridge Paper Box Co.

2. Maison Jeurelle-Seventeen, Inc., sponsors these bulb-shaped Eau de Cologne bottles, by Carr-Lowrey Glass Co., topped with tied-on suede closures.

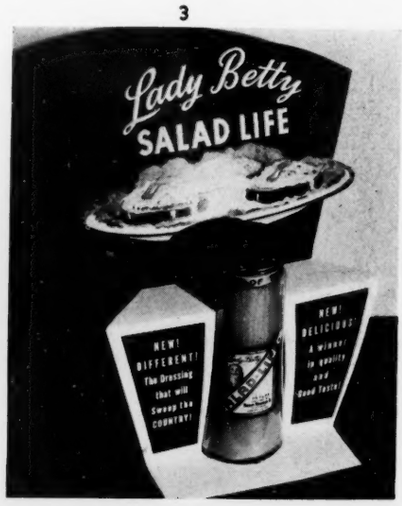
3. Salad-Life, a product of the Wheatley Mayonnaise Co., appears in a tall Capstan Glass bottle unusual for products of this type, with a closure by Anchor Cap & Closure Corp.

4. Convenient carry-packs, holding six splits of champagne, are being used to market the product of the American Wine Co. Of light corrugated board, the package is die-cut to form a counter display unit. The cartons were designed and manufactured by The Hinde & Dauch Paper Co.

1

2

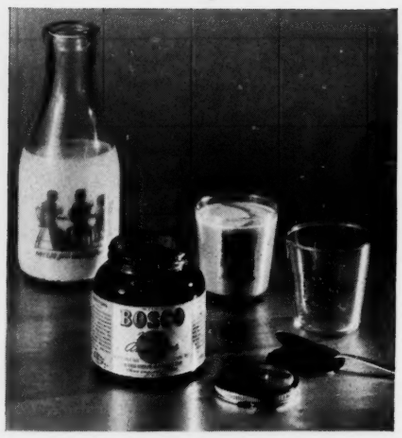
3


Lady Betty
SALAD LIFE
NEW! DIFFERENT! The Dressing that will Sweep the COUNTRY!
NEW! DELICIOUS! A winner in quality and Good Taste!

4

5

6



7

8

9

5. Comet Rice, formerly marketed in a plain, glued-end carton, now provides added consumer convenience through the medium of these cellophane-windowed cartons manufactured by the Consolidated Paper Co. The ingenious layout permits easy examination of the grade and size of each box's contents, while making the window-view an integral part of the box design.

6. A wide-mouthed, easily stacked jar is used by the Bosco Co. in marketing its Milk Amplifier, the broad neck making for easy measuring of the powdered product. The closure, similar in decoration to the central panel of the jar label, is manufactured by the Anchor Cap & Closure Corp.; the jar is from Owens-Illinois Glass Co.

7. Maison Jeurelle's new Bain Mousseux packages, designed by Josephine von Miklos, nestle on shredded cellophane in an attractive wicker basket. Suede outer closures are tied in place with gold cord.

8. Para shower curtains now reach the consumer in rigid transparent boxes designed by Benjamin Lewis. A cellophane wrap-around gift band is provided for holiday sales, so designed as to be removable after Christmas. The box is produced by The Emeloid Co., Inc.

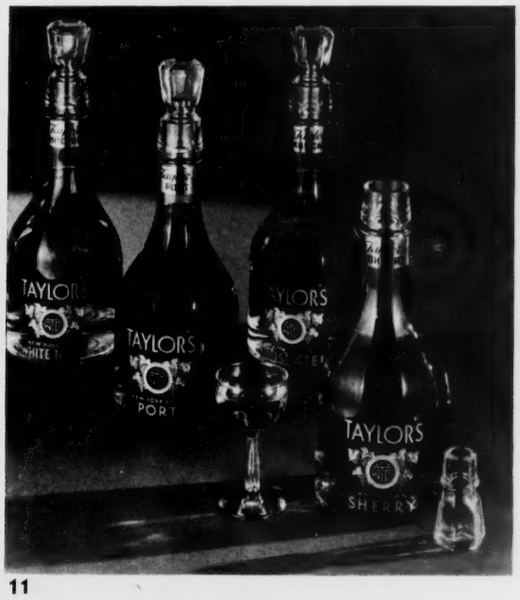
9. F. & F. Cough Syrup utilizes a three color, reverse-tuck carton created by The Gardner-Richardson Co. Note particularly the cross-reference on this package to the better-known Lozenges made by the same firm.

10. A "shade selector" consisting of a small transparent, nail-shaped tag coated with material identical in shade to the contents of the bottle to which it is attached, features the new packages of nail polish manufactured by the Fort Orange Chemical Co. The packages, designed by the Owens-Illinois Glass Co., utilize square Owens bottles, topped with closures molded of brown Durez and identified by horizontal labels supplied by Dennison Manufacturing Co.

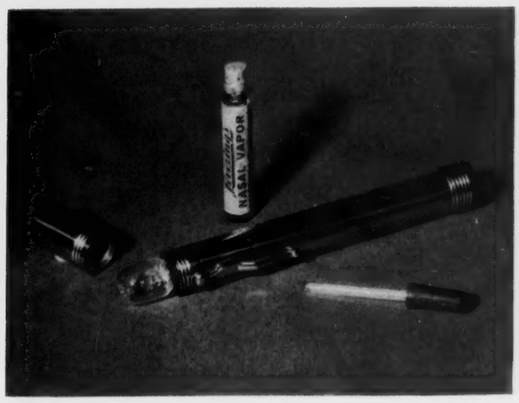
11. Unusually attractive is the new decanter bottle used by The Taylor Wine Co. The consumer, after buying one or more of the decanter packages can thereafter purchase wines in ordinary gallons for refilling and thus effect a substantial saving. Decalcomania labels and printed foil neck-bands adorn the bottle, designed by Greyton H. Taylor with the assistance of the Packaging Research Division of the Owens-Illinois Glass Co.

12. Levering Laboratories, Inc., is marketing this ingenious Nazal Vaporizer for use by cold and sinus sufferers. Standard flashlight batteries furnish the vaporizing heat, which volatilizes the fluid furnished in a patent-lip vial by the Kimble Glass Co.

10



11



12

"non-advertised"

MEANS THE PACKAGE SELLS IT!

BECAUSE NATIONALLY ADVERTISED BRANDS bring themselves before our consciousness so frequently, it is quite natural to think of them as fully dominant, particularly in the drug, cosmetic and food fields. Yet thousands of non-advertised and locally advertised brands occupy a proportionately large section of these markets, in terms of their aggregate sales volume.

For non-advertised brands or those dependent on the usually unillustrated advertising of local stores and chains, packaging presents a far more critical problem than for their nationally advertising competitors, particularly in respect to the display value and consumer appeal of the package design. While the national brand may overcome—to some extent at least—the failure of its packages to catch the non-user's eye, the local, private label or non-advertised brand must depend on packages alone for the interest of the new user.

In view of these facts, the information that a comparatively small and young firm has increased its annual pack from forty-thousand to a hundred-thousand cases within the span of two years quite naturally leads to an investigation of the company's packages. And such an investigation begins with the firm opinion that the packages must be good and that the investigator need only seek for the reasons of success or the elements that make up that "goodness."

The line of the Farm King Packing Co. includes (in addition to catsup and chili-sauce packages differing from most competitors' only in the neatness and clean design of their labels) two products, cocktail sauce and maple syrup, available in a variety of sizes. These, the newer items in the line, have accounted for a major portion of the phenomenal sales increases, although sales have gone up all along the line.

The newer products utilize bottles, by the Olean Glass Co., that would ordinarily have been associated, in former years, with the higher priced cosmetic trade—consisting of an ovoid bulb-like base, which insures a low center of gravity and a consequent firm seat, and a graceful tall neck making for easy handling and pouring. The smooth, flowing glass surfaces act as lenses and reflectors in enhancing the appearance of the fluids contained within. Labels have been kept reasonably small to emphasize this effect, while the form of the bottle serves, in turn, to draw the eye toward the colorful red, orange and yellow label.

Display value is further increased by the use of brilliant white Armstrong closures and white Cel-O-Seal bands, carrying the clean note down the entire throat of each bottle. The bands serve, in addition, to prevent careless shoppers from opening the containers and hence impairing the sterility of the product.

1. At Rahway, N. J., the Merck plant extends over 160 acres. All major packaging operations are concentrated in the saw-tooth building at the right and in the many smaller buildings immediately adjacent to it.

PACKAGING PROGRAM FOR *2000 Items*

How Research Laboratory and Package Development Department of Merck and Co. Test Package Designs

THE METHODS USED BY MERCK & CO. INC. FOR the handling of their packaging problems are not theoretical or ideal, suitable only for the Merck business. On the contrary, they have a wide application. They are translatable into many other types of business. They are part and parcel of an attitude toward packaging that many firms might well and profitably emulate.

Many other concerns do a greater annual volume of business than Merck. There are many whose processes are complex, whose problems are trying, whose needs are exacting, whose methods are thoroughgoing. But few concerns in this country have as many and diverse packaging problems, and many do not seek to solve them by such scientific methods.

What Merck has done in inventing, designing, and improving packages during the last ten years may be described as one packaging problem, or series of problems, each carefully considered and successfully solved. But no complete picture of their packaging program can be seen without an understanding of its relationship with the general chemical research upon which the company's business has been built.

The packaging program starts, and carries on, with the maintenance of product quality. If a label might be misread, it must be prevented beforehand. If a package may be subjected to heat, or cold, or light, or breakage, it must be anticipated and allowed for. Is the product acid? Check the package! Is it caustic? Check the package! Is it going to oxidize? Check the package! In short, packages are just as much subjects of exacting chemical and physical study as the various chemical products they contain.

Package-Testing

In the maintenance of such controls and in the development and testing of new packages, a sizable section of the Merck Research Laboratory is devoted to package-testing. Here are the ultra-violet lamps that play six months of sunlight on a package in less than six hours. Here all packages and materials are tested for reaction

2. Merck formerly packed household powdered products in square tins with slip covers held in place by a long, stamp-like label. The product within was usually packed in a glassine or waxed paper bag. The replacements are "pour top" containers with interrupted thread molded closures. Note (at left) how Merck merchandises the package change to dealers in trade publications.

when in contact with the product they are intended to carry. Here molded closures are tested at low temperatures in preparation for use in the far North. A few feet away, other containers are being tested under conditions of high heat and humidity. It is not, the technicians explain, that the package suppliers do not maintain efficient laboratories. It is rather because the firm's standards of handling and packaging are so exacting that tests are constantly made of containers which, in the general package-using world, might have long been accepted as practical.

Work of this kind is not confined to the laboratory. Field men periodically check packages in drug stores, warehouses, and hospitals, in various sections of the country. They also check the reactions of those who use the packages to various package-handling features. Thus, some few years ago, when a molded closure was substituted for a cork on a container for an acid, unforeseen pouring difficulties were encountered because of the thread on the top of the bottle. As a result of field investigations, a special closure and thread were adopted, which, by lowering the thread of the glass below a special pouring lip, eliminated the previous difficulty. The field men are often able to contribute ideas from experiences of actual package-users.

Label Code Traces Product

Certain general systems can be standardized and set up. A code system of numbering is used on labels which enables Merck to trace any package back through all phases of production.

Special codes also identify products which are inflammable, corrosive, explosive, subject to spoilage, etc. These codes are used principally within the plant during production and packaging operations, since more explicit markings are printed on such products when they are labeled for use.

3. Carbolic Acid Merck was formerly packaged in corked bottles with the conventional pouring lip. An ordinary single shell metal closure was adopted in 1934. But the pouring difficulties introduced by the threaded bottle top induced a further change to a bottle neck which restores the pouring lip by lowering the thread.

Other codes and symbols are used to avoid confusion among similar packages both in storage and in use. Chief among these is the use of black labels for non-poisonous items and red labels for poisonous articles only, a real protection to all users of chemicals. Another system introduces bands of varied colors around the bottoms of canisters of the same size and diameter so that all handling them may readily distinguish differences. Since many chemicals differ in name by only the differences between an "ide" and an "ite," such distinguishing bands are a great practical aid to accuracy in handling such materials.

Company-Controlled Printing

The wide variety of products manufactured, and the number of sizes in which each is packed, brings the total number of different packages to over 15,000. A large printing department is maintained for printing labels, package inserts, and other material used in product promotion. Such company-controlled printing operations have, however, other reasons for existence, namely, that stocks of labels may be kept at a minimum, and that every label printed remains directly under Merck control until actual use on a finished sales package.

The Package Development Department plays a large part in the package redesign program. Some notable examples of its work are shown in *(Continued on page 76)*

4. Four stages in the development of the Merck Zinc Stearate package. From left to right: A design used prior to 1924, with a hand-closed shaker top. To eliminate danger of inhalation of the powder, a spring-operated, self-closing top was developed in 1925 and progressive revisions of design and construction produced the attractive packages which are now being used.

5. Three stages in Creolin packaging. As important as the design changes are the structural changes in bottle shape and in the closures used; from cork with metal reducer to wood-topped cork to single shell closure.

6. Three stages in the redesign of Merck Milk Sugar. The package at the left is a fibre bodied can with fibre top and bottom. By 1930 it had changed to a metal bottom and metal plug top. 1937 sees the product in a lithographed metal container with a lock top and seamed-in inner paper seal. Note drastic design change.

CHAP STICK GOES TO THE JURY

By EVERETT BOND*

"ARE YOU GOING TO CHANGE YOUR PACKAGE once again?"

That query, voiced in a tone of evident alarm and coming from the man behind the counter who sells the goods, is calculated to make many a manufacturer think more than once when contemplating another change in his package. The Chap Stick Co. could not deny its aversion to making another change, yet the company felt that the package for its 50-year-old product, adopted as recently as 1936, left much to be desired. Distribution was being increased rapidly by a new sales program. Now was the time, if ever, to make a change.

The black and white lipstick container of the product itself, designed in 1933, was then, and still is, modern and attractive. The company decided to retain this container, thus taking advantage of the consumer acceptance which had been built up for it during the past four years. The problem, therefore, was one of designing a new carton and counter display that would harmonize with the lipstick container and do a good selling job.

* Director of Sales, Chap Stick Co.

Many suggestions were made to the company that Chap Stick be placed on a counter card, thereby eliminating the carton and gaining the acknowledged advantages of open display. But the fact that Chap Stick is recommended and used for a variety of purposes—more than can possibly be emphasized on a small counter card—makes a descriptive circular or folder an almost indispensable part of the selling program. The idea of a display card was consequently rejected in favor of the carton with which an attractive insert could be used.

The most that could be said about the carton adopted in 1936 was that it was fairly modern. It was not what it should have been in design, color or copy. Since the consumer was the one the new package was intended to please, it seemed not a bad idea to let a few consumers in on this redesigning job. Accordingly, several designs were created for submission to a typical "consumer jury."

Eight different cartons, each with a different design and color scheme, were taken to 50 people in widely diversified walks of life—auto- (*Continued on page 92*)

Product of more than four months of active research on the part of both the package sponsor and the carton and display supplier, Forbes Lithograph Manufacturing Co., the new Chap Stick package (at right) meets the expressed desires of large groups of dealers and consumers.

MODERN DISPLAY

DEALER CONVENIENCE DISPLAYS

ONE OF THE OLDEST AND BEST ESTABLISHED principles of merchandising may be phrased in the following manner: "If you find a way of serving the dealer's interest, the dealer will unwittingly but willingly serve your own."

In the field of displays, the application of this principle has taken the form of display units which supply the dealer with conveniences apart from the basic function of the display, namely, the sale of the manufacturer's merchandise. It has been the purpose of the Institute of Package Research to investigate the dealers' reactions to these displays and to find out, if possible, precisely which types, among all the divisions of this general classification, dealers seem to prefer.

To this end, the Institute's investigators interviewed some 250 pharmacists in the New York metropolitan district to measure the extent to which they used displays of this type and their reactions toward them.

To secure a clear sampling of stores of all types, the interviews were distributed in equal proportion between lower class, middle class, and upper class neighborhoods. Only those displays were considered which were actually in use on the dealers' counters at the time of investigation. While the figures cited on the following pages may not be typical for the entire country as regards particular displays issued by particular manufacturers, they no doubt provide a generally accurate picture as to types of displays preferred by most merchandise-minded city pharmacists. Drug stores were chosen for the purpose of this investigation largely because displays of this type—and all displays for that matter—have been most thoroughly exploited in the drug field.

The conclusions of this survey should not, therefore, be too rashly applied to other industries and other retail outlets, but they may, nonetheless, be considered as setting forth general principles which would apply in all except very special situations.

Dealer Preferences

The investigators listed in their reports every display of the dealer convenience variety found in each store visited. Some 22 displays were found in use in five or more stores, and a slightly larger number were found four times or less. Of these 22, six were outstanding favorites. These are illustrated and described in Chart A, and may be taken as typical of the most successful displays of this sort.

The Market for Convenience Displays

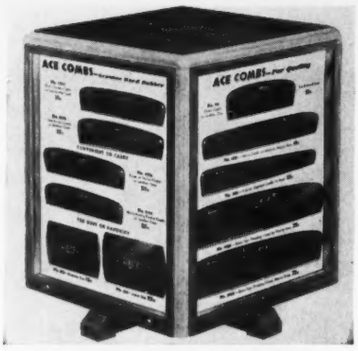
Obviously, there is a very definite limit of the number of displays of this type which can be utilized by dealers, since the introduction of the convenience element usually involves a permanent display fixture of a more expensive sort, and involves also expenses in addition to mere provision of display features, i.e., the cost of building into the display one or more convenience features. Such dis-

FAVORITE SIX

IN THE ORDER OF

THE NUMBER OF TIMES FOUND

IN 248 STORES.



TIMES FOUND

→ 196

Type: Wooden cabinet showing a variety of combs under glass protective panels and holding merchandise in rear quarter.

TIMES FOUND

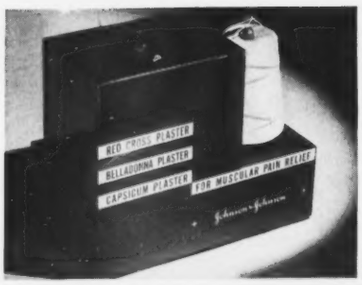
→ 92

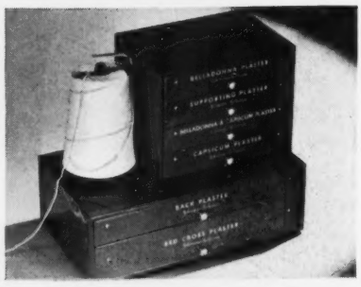
Type: Streamlined wooden display holding display cartons under curved transparent plate with merchandise storage in rear. The unit is also used in shoe stores.

TIMES FOUND

→ 48

Type: Small metal unit, chromium plated, revolving on black metal base. Merchandise accessible to both consumer and retailer and serving as own display. Made by Crystal Mfg. Co.

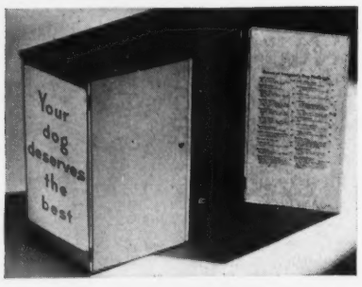




TIMES FOUND

→ 45

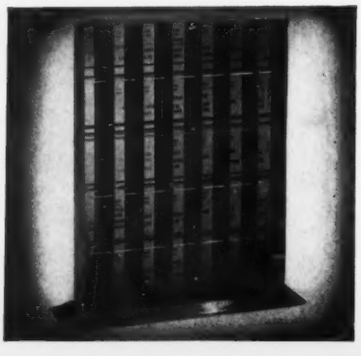
Type: Metal cabinet with drawers in rear utilizing string holder as additional convenience feature. Made by Advertising Metal Display Co.



TIMES FOUND

→ 40

Type: Lithographed metal cabinet with poster on front, storage space in rear. Prices and descriptions lithographed on rear door, as added convenience feature. Made by American Can Co.



TIMES FOUND

→ 39

Type: Open backed metal cabinet with poster panel in front, storage space in rear, with printed marking on each bin for convenience in finding packages. Made by Owens-Illinois Can Co.

plays cannot be broadcast at random or even given away in the manner in which the usual window or counter units are distributed to stores stocking the merchandise around which the display is created. Over 95 per cent of the dealers questioned reported that they had obtained their units as a sort of premium on a merchandise deal. That is, in return for the purchase of a given—and usually quite large—quantity of merchandise, the manufacturer had supplied the display.

Another limitation, quite as restrictive as the element of cost, is found in the limitation of space available on the average drug store counter. Since such space is highly restricted, the druggist quite naturally tends to limit his use of permanent displays to the most staple lines—lines which have a high and steady average year-round sale. This limitation, in itself, tends to exclude most manufacturers of seasonal merchandise from among the group of users of displays of this type. It also tends to exclude manufacturers of staple items of only limited demand or of interest to only a limited portion of the drug store's customers.

In view of these limitations, it would be expected that the average store would have very few indeed of these displays in use. Hence, it may be judged that the average figure, namely, 3.4 displays per store, indicates a very favorable dealer reception for units of this general type.

Life of a Convenience Display

The ordinary lithographed or printed display is intended to have only a limited period of use, ranging from one week to, at most, two or three months. The dealer convenience display, on the contrary, is intended to be used for an extended period. Among the dealers interviewed, this period varied from a few days (in the case of newly installed displays) to as high as 10 years. In one instance, in fact, the dealer reported having used the unit for 20 years, though it is hardly to be supposed that any manufacturer would anticipate so great a longevity for his display nor would, in fact, desire it. The average length of installation reported was four years.

This picture of prolonged use quite naturally affects the design of such displays. In the first place, the manufacturer must avoid any element of design which may reflect a temporary and passing style trend. Thus, if his displays are illustrated with human figures, he must watch very carefully to avoid a clear indication of dress or hair styles which would tend to "date" the display or induce the dealer to discard the unit prior to the completion of its full potential term of years.

In point of fact, the problem of the manufacturer who utilizes dealer convenience units is quite the opposite of that of the manufacturer who seeks positions for temporary or seasonal displays. The latter aims to extend the term of use from the minimum week toward the maximum three or four months. The former must watch very carefully to see that his displays do not stay so long in stores as to become chipped, soiled, or otherwise damaged, and hence a liability militating against the sale of the products displayed.

Is the Market Saturated?

It might be presumed, in view of the foregoing figures, that little opportunity was left for manufacturers, who have not yet utilized this form of fixture, to profitably exploit such displays. Yet, a very high proportion of all dealers interviewed answered the question, "Would you use any more of these units?" in the affirmative. When asked for further details as to types desired such answers as the following were found to be typical.

"Any display which helps to wait on the customer quickly."

"Displays for fast moving articles."

"Displays which prevent customers from handling valuable merchandise."

"Closed displays which prevent pilferage."

"Displays which do not occupy too great an area."

"Permanent fixtures that enhance store appearance."

"Cabinet-type displays with merchandise under glass."

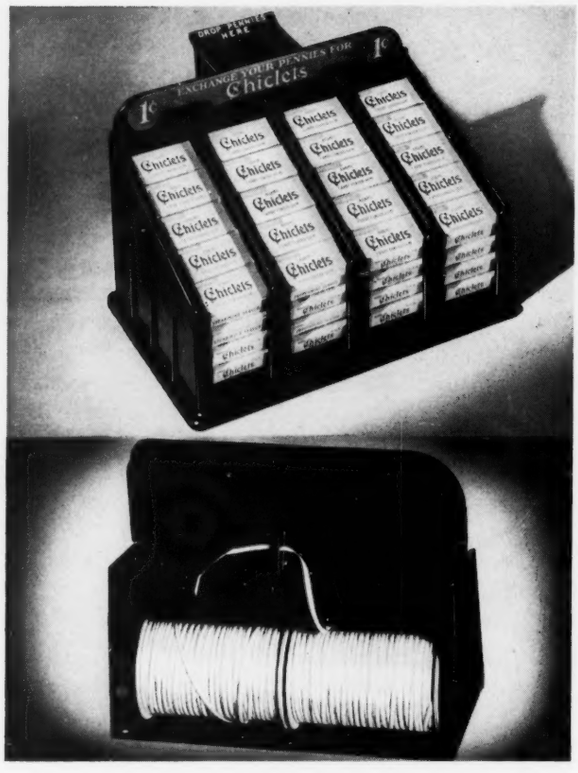
"Horizontal units with flat glass tops that can be used as part of counter."

Molded plastics in combination with glass make this "change-maker" an ideal watch display. Photo courtesy of General Plastics, Inc.

Essentials of Successful Convenience Displays

From an examination of the displays in use, from interviews with dealers, and from expressions of the experiences of manufacturers with such displays, certain basic conclusions may be drawn. As in all merchandising problems, however, it must be remembered that novelty is one of the basic elements of success and, hence, that none of these rules are so rigid as not to permit of successful exceptions. Nonetheless, by and large, it will be found that the following rules apply:

1. The most popular convenience element is the storage of merchandise. Most users of dealer convenience displays are manufacturers selling a family or group of related products. By supplying the dealer with a cabinet which permits of easy inventory, selection and



1–2. Makers of Every-Ready shaving brushes have recently switched from plush and leather displays to glass units visible from all angles. **3.** American Chicle supplies dealers with this Durez "penny-catcher" display equipped with removable penny box. **4.** Rear view of the Bauer & Black unit, showing ribbon reels and cutting device. Photo courtesy American Metal Display Co.

storage of the members of these families, the manufacturer supplies the most basic of all convenience features.

2. Displays which make the dealer's work easier. These include units which contain, in their rear, devices for feeding paper, string, bags, stamps, or other supplies. They include also displays holding a sponge with which labels can be moistened, displays having charts of use to the dealer, and a host of other convenience features related to the every-day life of the man who waits behind the counter. Thus, cosmetic manufacturers can find their convenience feature in the supplying of answers ro consumer's questions.

3. An additional type of convenience display is the one which protects valuable merchandise from handling, pilferage, and damage from dust, etc. Such displays as that used by The Ingersoll-Waterbury Co., Inc., in which watches are held under a glass plate, are typical of this general classification.

4. Finally, one finds displays which tend to encourage impulse sales. Perhaps the most typical of all these are the so-called "change-makers" used by manufacturers of such items as chewing gum. These consist, generally, of small trays or pedestals upon which the merchant places change and which the consumer must look at in picking up his coins. It is quite natural to expect that many a consumer, confronted with the choice of a few pennies change or a few pennies' worth of merchandise, will choose the latter and thus provide a substantial income through the year for the dealer using the display.

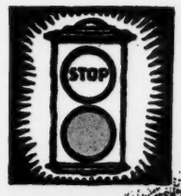
5. It should not be supposed, however, that any of these principles are necessarily mutually exclusive. Many, indeed, are the units which utilize two or three or even four of these basic elements of dealer convenience. Thus, the well designed Johnson & Johnson medicated plaster display provides the dealer with a convenient storage cabinet for the manufacturer's merchandise and, at the same time, provides him with a holder for package string. The Ingersoll watch display, on opposite page, is both a change-maker and a protector of valuable merchandise.

Materials and Construction for Convenience Displays

Since dealers' preferences as to materials are seldom clearly worded with a full understanding of the terms used, the investigators have examined the displays used by dealers and find the following materials predominate, in the order listed:

1. Metal cabinets
2. Wooden cabinets
3. Glass and combinations with either of the above
4. Molded plastics
5. Rigid transparent plastics

The trend, however, seems to be toward an increased utilization of molded plastics, and there is a strong possiblity that these will replace some of the older materials in displays as time goes on. The rigid transparent materials may likewise be expected to occupy a more prominent position, although they cannot, by any means, be expected to replace glass in every instance.



MOTION + "NEON" EFFECT!

A "TRAFFIC-STOPPER" IN DISPLAYS!

Window or Store Displays that literally stop traffic —that win the enthusiastic acclaim of jobbers as well as dealers—that induce dealers to buy more merchandise *in advance*—that actually *prepay* their cost in increased sales—these are FACTS to make any sales-minded executive stop—think—and LISTEN!

Let us give you some of these amazing figures —and work out an economical way to cover your Class A, B and C outlets with a display that will be the most dramatic (and living) "demonstration" of the one big feature that makes your product SELL.

EINSON-FREEMAN CO., INC.

LEADERS IN *Display Lithography* FOR 35 YEARS
STARR & BORDEN AVENUES, LONG ISLAND CITY, N. Y.

"FOR SPEED, GIVE ME THE"
ROYAL PORTABLE
says ALBERT TANGORA, World's Typing Champion
SPEED!
TANGORA types 140 words per minute on the Royal Portable
and it's so EASY to use
ROYAL PORTABLE
WITH Touch Control

As world's typing champion types furiously with **both** *hands, word* **"SPEED"** *blinks rapidly in red* **"neon"** *effect.*

As painter dips brush, hollow center of brush lights up in **red** *and name flashes in* **green** *"neon" effect.*

FACTORY SEALING PROTECTS SKATES

WHILE A VERY LARGE PROPORTION OF ALL toys fall under the classification of seasonal merchandise and, hence, remain on store shelves for only a short period of time, there are some items which, while rising to a sales peak during the Christmas season, nonetheless maintain a respectable volume of sales throughout the year. For such equipment, a special series of packaging problems arises around the central problem of providing the dealer with a suitable means of retaining the item in stock for a number of months without possibility of damage, soiling or rust.

While little attention has been paid, in the past, to problems of this sort, a number of firms have recently made marked advances over the former practice of supplying packages which were suitable for only the Holiday Season. A particularly successful example of sound thinking on this problem is found in the new, hermetically sealed, metal-end fibre can adopted by the Kingston Products Corp. for its ball-bearing roller skates.

Kingston skates, in this fibre can, with metal ends, are tamper-proof, rust protected and easily inventoried. Photo courtesy American Can Co.

The new can facilitates inventory, since it makes impossible the separation of skates or skate-parts from each other. A constant problem for merchandise managers, in the past, has revolved around the dismantling of stock to meet demands for replacement parts such as wheels, keys, straps, etc. The new container prevents such unprofitable operations by hurried clerks.

From the viewpoint of the consumer, the can offers a major advantage—and consequently a major selling point for the dealer—in that it guarantees "factory freshness." The importance of such guarantees has long been appreciated by the automotive parts manufacturing industries who have almost universally adopted factory-sealed cans of this general type for replacement parts, and the Kingston package represents an extension of this practice to the hardware and toy trades where much room for further expansion along these lines exists.

In design the package presents a clean, modern and well-thought-out appearance, both on the shelf and on display. The design is of the "run-around" variety, extending in continuous fashion around the four sides of the container and thus permitting the building of a complete "display picture" by the proper arrangement of four or more cans so that each successively shows a different side facing forward. Red and black reverse plates, disclosing strong white lettering, have been effectively used by Gettle-Stoll, designers of the unusual container.

The Kingston Products Corp. reports a markedly favorable reception from both dealers and jobbers, the former, in particular, welcoming the prohibition which the new type of container places upon "robbing" of the skates or parts by sales clerks. Department stores, whose packing problems with irregular and paired objects such as skates have always proved a bugaboo, have naturally welcomed a package which requires only a single-sheet outer wrap for shipment. While skates are seldom among the best sellers in the Christmas trade, the "giftiness" of the new container seems to have induced an expectation of larger gift sales for the Kingston products, and department store orders have, in consequence, mounted markedly.

With this as the opening wedge, the probability of the extension of this type of packaging for numerous other toy and hardware items now looms. Sealed packages, of course, cannot be used where a wide variety of styles or sizes must be kept available for examination and fitting. Thus they would not seem to apply to such items as ice skates but would most definitely be suitable for many types of mechanical toys, construction sets, tools, electrical items, and similar products.

Color Photography CREATED BY FORBES Color Lithography

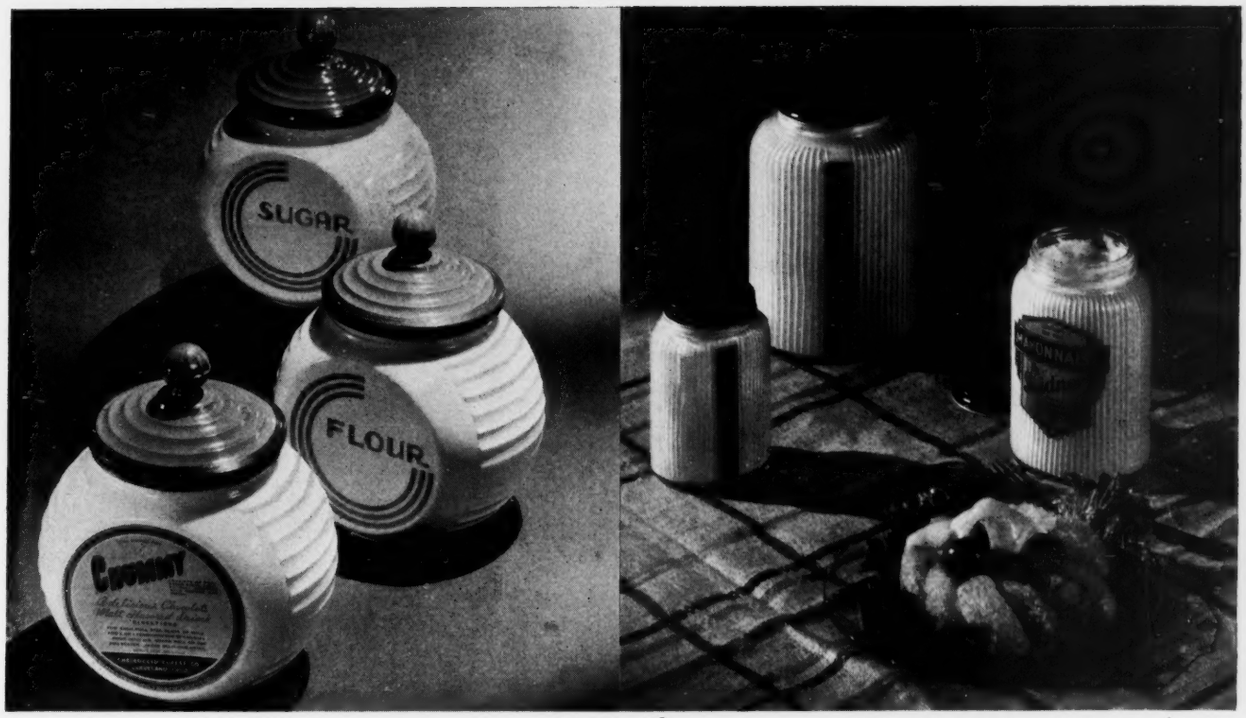
THE Devil YOU SAY!

But we do say

DISPLAY BASKETS, by actual tests,
are proven doublers and triplers of sales. . . .
Now comes Color Photography—as evidenced by the Underwood
Deviled Ham Basket—faith-
fully reproduced in color by
the long established FORBES Deep Etch
and Dot Control technique, to add new power,
punch and pull to an already proven
sales booster. . .

FORBES LITHOGRAPH CO.
NEW YORK • PHILADELPHIA • ROCHESTER • CHICAGO • DETROIT • CLEVELAND
P. O. BOX 513 • BOSTON

CONSULT *Forbes* THE SHOP BY THE SEA
FOR CREATIVE
COÖPERATION



Left: Cel-O-Seal bands keep "Chummy" air-tight in its re-usable white and blue glass containers. Right: Decalcomania re-use labels adorn the rear walls of these mayonnaise jars, developed by Owens-Illinois.

"BACK LABELS" INSURE REPEAT SALES

WHEN A MANUFACTURER HAS INDUCED A jobber to induce a grocer to induce his clerks to introduce a new product to a housewife he has only completed half his job. For, particularly in the highly competitive grocery fields, the key to rising sales is found in the ability of the product or package to create a "using habit" and, hence, so firmly establish the brand preference of the product as to insure continued re-use.

The ways of achieving such preference are many and varied, one of the most familiar being the practice of giving premiums. But very little emphasis has been placed, to date, on the particular combination of the premium device and the familiar re-use package for sales inducement, which would serve to make the housewife continue to purchase a given product for a sufficiently long period to establish a re-purchase habit.

Two interesting examples of this trend of thought have recently made their appearance in the merchandising of widely differing grocery products. In both cases, the thought has been to provide the housewife with successive units in a set of re-use containers, suitable for the household handling of staples.

In one instance, the Euclid Coffee Co., manufacturers of "Chummy," a chocolate flavored milk fortifier, has used attractive white glass jars, manufactured by the Hocking Glass Co., topped with blue glass covers, and sealed with Armstrong Cel-O-Seal bands. These jars, as units of an unusually attractive kitchen set, are marked upon their front faces with the names of the various household staples for which they are intended to be used. The Euclid Coffee Co. merely turned the jars around and fixed its label to the rear faces.

In the second instance, Otto Seidner, Inc., utilizes a set of Owens-Illinois vertically fluted jars, equipped with black and gold decalcomania strip labels to denote intended re-use contents. The Seidner mayonnaise label, in black on gold foil, was affixed to the opposite face of the package and may be removed prior to re-use. As these jars are available in 8-, 16-, 32- and 128-ounce sizes, the housewife who starts to collect a set of re-use containers finds herself not only impelled to re-purchase the product, but, moreover, willing to purchase larger units in order to obtain suitable containers.

In both cases, the manufacturers report that the purpose sought—namely, inducing continued re-use of the product—is being achieved in volume more than sufficient to justify the use of such containers While it is to be hoped that premiums of this type (which, incidentally involve the manufacturer in little or no cost beyond the expected expense of his containers), will not be used so frequently and by so many manufacturers as to destroy their premium value for all users, the fact remains that there are many products for which such packages would find a hearty acceptance.

DISPLAY GALLERY

1

2

1. The once dull, back-room shipping container is blossoming out as a display. Typical instance is this ingeniously constructed and attractively printed Hinde and Dauch Paper Co. counter unit.

2. Bauer and Black report marked success for this dual counter display for Velure vanishing lotion. Note how the "basket" displays three-cent trial bottles while secondary emphasis is placed on the regular sized bottles held behind the girl's arms on a special platform. The display is so constructed that the druggist can remove the basket when his allotment of trial bottles has been sold, retaining the counter display as a permanent unit. Designed and manufactured by Zipprodt, Inc.

3. Latest trend among display users is the "change the scene" display. In this instance, the A & P Co. uses three lithographed paper sheets stapled to the upper portion of the lithographed poster. To change the scene, the dealer merely rips off the sheet as he would the page of a calendar. Produced by the Einson-Freeman Co., Inc.

4. Bauer and Black sponsor another variation of the "change the scene" display with this unit for Thermat heat pads which utilize spiral binding for its multicard back panel. Each card contains a different message designed to tie in with seasonal sales points for Thermat. Made by Zipprodt, Inc.

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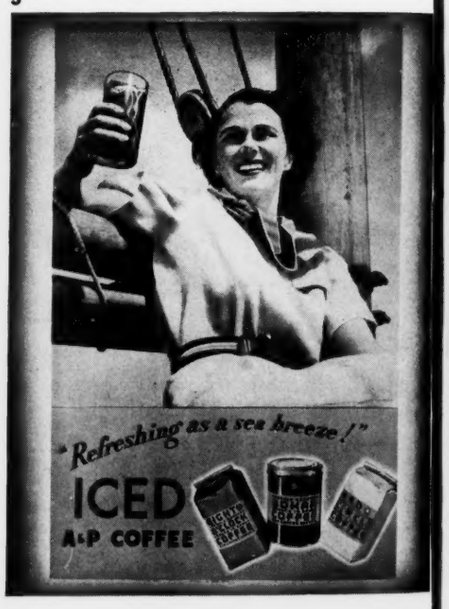

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5. An interesting and, according to Westchester Laboratories, Inc., effective use of color is found in the Bronchosan cough drop counter display which utilizes blue and red colors and the O.G. trade-mark which identifies the Bronchosan package. Designed and manufactured by the Eastern States Carton Division of Robert Gair Co., Inc.

6. An ingenious variation of the familiar break-back display-carton construction is used by the Masback Hardware Company to present its Red Diamond Appliance Cord Sets for inspection. The display is so constructed as to eliminate the danger of pilferage which formerly caused losses when demonstrator-sets were openly displayed. The individual cartons are themselves of break-back construction, permitting their use in window and single-unit counter displays. Designed and made by Eastern States Carton Division of the Robert Gair Co., Inc.

7. To emphasize the two-for-the-price-of-one feature of the deal, for which this display was designed, Johnson and Johnson utilizes a unit holding 48 Tek tooth brushes, grouped in pairs of two in an ingeniously diamond-shaped platform. The unit's shape was selected to fit counter corners and thus obtain dealer preference. Created and produced by the Einson-Freeman Co., Inc.

8. The F. W. Fitch Co. utilizes this attractive three-piece display consisting of a central panel 40 inches in height and two side panels reproducing pyramids of the Fitch packages. Note how the side panels are equipped with detachable sale-price cards, and note also the inclusion of a display illustration in each of the box pyramids. The center panel is likewise made approximately 19 inches in height for use as an individual counter or window display card. Lithographed by Zipprodt, Inc.

9. A gigantic smile is the dominating feature of this Pro-phy-lac-tic, die-cut lithographed display card. Note how tooth brushes are tied in, although the card is designed essentially to promote the sale of tooth powder. Ingenious hand work and clever die-cutting enhance the three-dimensional effect. Created and produced for Pro-phy-lac-tic by the Forbes Lithograph Co.

10. Quick and to the point for last minute holiday shoppers is this Granger display poster. Designed and produced by the Forbes Lithograph Co.

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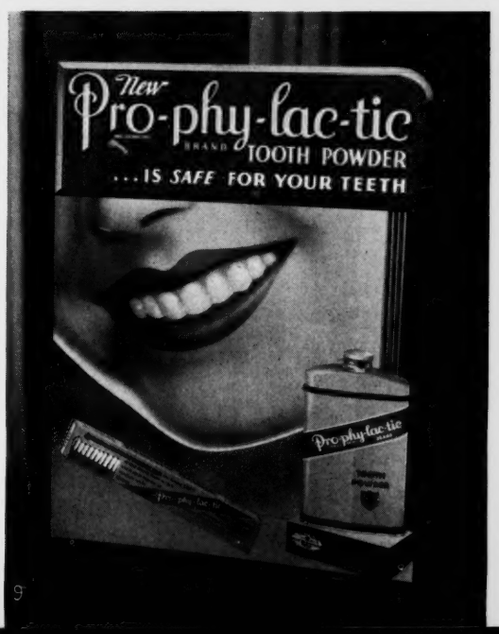

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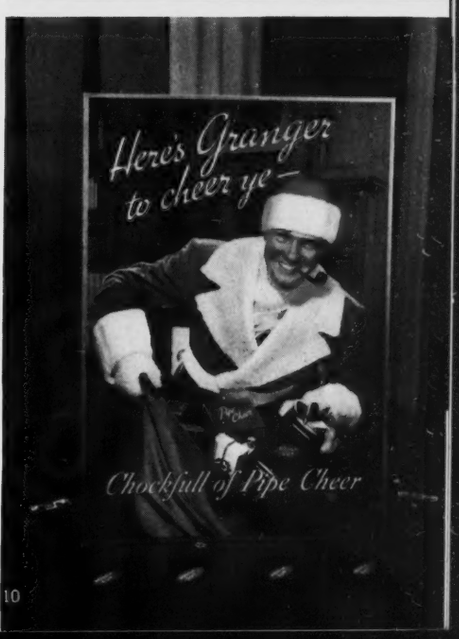

10

THE TEXTILE INDUSTRY

(Continued from page 35)

We are indebted to C. K. Royce, advertising manager of the company, for the information and numbered illustrations which follow.

"Most wholesale houses handling dry goods and textiles have too many brand names on their lines—and very little control over their packaging of those lines.

"For five years preceding my appointment, two years ago, to the post of advertising manager for my House, I directed the activities of our Customer's Service Department. This department served primarily as a trouble-shooting unit during the depression years of 1931–35. Our duties were many and varied, but most important of all, the very nature of the work enabled me and my staff of assistants to travel extensively throughout our trade territories. Thus we met and helped many merchants. When I say helped them, I mean *helped!* We analyzed their problems and offered practical solutions and suggestions. Academic theories had no place in our set-up—we dealt primarily in cases.

"Whenever a member of our service staff called on an account (and these calls as a rule were made as a result of a specific request from the merchant) that merchant's problems were not only discussed frankly and candidly, but criticisms of our own policies and service were solicited. In almost every instance, sooner or later the conversation got around to the appearance of our shelf packages and the variance of size and color which prevailed in our boxes, labels, etc.

"Two years ago the members of our firm decided to do something about the situation, and since then all packaging has cleared through the Advertising Department.

"A little more than a year was spent in study and analysis of the many angles of our problem. In April of this year, after producing several packages, we announced we were ready to proceed along a definite course.

"Kenneth L. Glave, our art director, had developed a design which could be equally effective in its application for a box, envelope, label, ticket, band, seal, rider-ticket, board-end or hang-tag. This new design is very simple in composition as will be noted from the accompanying photographs. Two-color printing for the most part is employed, and in a few instances only one color is used on a colored stock. Substantial savings in printing costs are immediately evident.

"We selected as a starting point the silk and rayon lingerie sections of our underwear department where six different brands of merchandise were being offered in fifty-six separate sizes of boxes. Each of the six brands was packed in a different colored box, and in order to carry a representative stock of this merchandise a merchant had to have all of the six different colors of boxes and most of the fifty-six different sizes.

"An analysis of consumer and dealer acceptance of our brands showed that only two of the six meant anything promotionally. These were 'Mandalay' and 'Classic.' The other four were discarded.

Materials suppliers and processors often prepare labels, booklets, tags, etc., for use on the products manufactured by "cutters-up" of their materials.

"We found that by refolding and by more constructive planning of the package contents we could cut down the number of box sizes in each of the remaining two brand names to three—and we could use the same three sizes of boxes for both brands!

"From fifty-six sizes of boxes to three! From six brands to two! And from six color groups to one!

"We were really beginning to show results. Bands and rider tickets were designed to match the new Mandalay and Classic boxes, thus dressing up the interior of the box to match the exterior.

"Then we moved on to our 'Newport' brand of shirts, shorts, and athletic underwear. Here we had only the one brand representing a certain quality, but even so the line was being offered in twelve different sizes of boxes. After experimenting to some length we found two sizes were sufficient. The change was accordingly made and our new Newport underwear box matches identically in design the Mandalay and Classic lingerie box.

"Next we tackled our problems in the hosiery department. The full fashioned lines were being offered under seven different brand names in packings of seven different colors and designs. We found we could put it all under one brand name and one design and color combination. The design and color treatment is the same as that used on the lingerie boxes. Again bands and rider-tickets match the design of the box.

"Next came men's hosiery which appeared under three different brand names and four different colors of packing. The line now is offered under one brand name and one design and color combination. The colors employed (two shades of green) match exactly those used on the Newport underwear boxes, and of course the design is identical. The rider-tickets, bands and toe seals match exactly the exterior of the box both in design and color.

"Eventually three color combinations will be used throughout the house: buff and brown for women's and children's furnishings, ready-to-wear, linens, domestics, curtains and fabrics—two shades of green for all men's and boys' lines including shirts, underwear, gloves, sportswear, and haberdashery—and blue and yellow on all notions and small wares lines. The design in each instance is to remain the same."

1

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1. The 12 old Newport boxes shown in contrast to the 2 new Newport boxes. Only two sizes of boxes are now required to package the line. The label appearing on the top end panel of these new boxes instead of the bottom panel as heretofore is a rather radical departure. But a study of the actions of salespeople in showing merchandise revealed that under the old system of labeling on the bottom end of the box, the package was in most instances inverted when it was turned toward the customer.

2. The 56 old lingerie boxes shown in contrast to the 3 new sizes of Mandalay and Classic.

3. The old Gilt Edge hosiery package shown in contrast to the new.

WASHINGTON NEWS

Unfair and Deceptive Practices

HIGHLY IMPORTANT DEVELOPMENTS OF INterest to packagers are likely to result from efforts now going on to coordinate State and Federal laws having to do with unfair or deceptive acts and practices in the construction and marking of packages. Besides providing more durable and attractive containers for his wares, the real duty of the manufacturer is to see that the package, bottle, or whatever it may be, is filled with a product that comes strictly up to its advertised claims and is worth the price asked for it. This idea is stressed by both State and Federal officials in their efforts to act fairly in behalf of all concerned, and to avoid discrimination against any interested parties.

Officials were asked as to whether or not there are any State or Federal laws prohibiting the use of false bottoms in set-up paper boxes, so constructed that they tend to deceive the consumer as to the contents of the package. The Federal side of the question is now receiving renewed attention. The Federal Trade Commission has recently made a recommendation to Congress for the amendment of Section 5 of the FTC Act, and of Section 7 of the Clayton Act. Under the proposed amendment to Section 5, "unfair or deceptive acts and practices," as well as "unfair methods of competition" would be declared to be unlawful acts.

This amendment is pending in Congress. It, with certain others, is contained in Senate Bill 1077, known as the Wheeler Bill, which passed the Senate at the last session. It is also contained in the Lea Bill, reported favorably by the House Committee on Interstate and Foreign Commerce near the close of the last session, and is now on the House calendar.

FTC officials questioned made it plain that a packaging concern, so far as interstate business is concerned, may make and put on the market any kind of package it may wish, so long as it is neither "unfair nor deceptive." Furthermore, it was pointed out, it must not involve "unfair methods of competition," which would tend to make it an unlawful act.

The Federal Trade Commission obviously cannot, in advance, pick out any particular kind of package and say whether its use would or would not be a violation of the law. Its language is clear and unequivocal to those who would carry out its provisions on the one hand or violate them on the other. Its rulings now in force and its proposed amendments to the Wheeler and Lea bills are in no way ambiguous concerning interstate business. To keep strictly inside the law, manufacturers of set-up paper boxes are cautioned by Commission officials to thoroughly inform themselves on existing regulations in order that no complaint may be filed against them.

"We do not wish to be called upon to make unnecessary investigations," an official said. "These are costly to the Government and often embarrass those against whom restraining or desist orders are issued when no actual deception is practiced. But when complaints are filed with us against a package, whether for candy, cosmetics, or any other article entering into interstate commerce, and there is a prima facie showing of an intent to deceive the consuming public, or there is evidence of unfair competition, we must act. All should familiarize themselves with the law and follow the results of the amendments we are now seeking in the interest of both the packaging industry and the consuming public."

Packagers should follow closely the activities of the many associations in their efforts to cooperate with the Federal government, in order that they might coordinate their activities and work in harmony. Among those participating in such activities are the Standard Packing Institute, Orlando, Fla.; Plywood Packing Institute, New York, N. Y.; Wooden Box Institute, San Francisco, Cal.; and National Container Association, Chicago, Ill.

Standardization of Containers

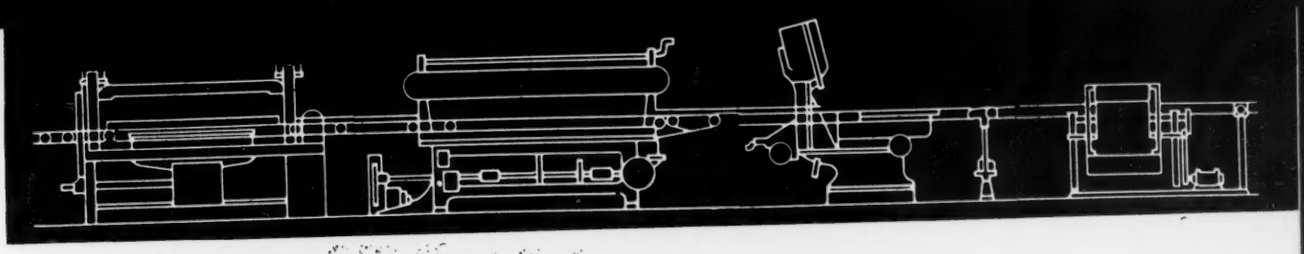
L. H. Cary, Specialist in Package Standardization, Department of Agriculture, said that his department had recently issued a summary of both Federal and State laws having to do with containers for fruits and vegetables. In this connection it is interesting to note that the "ruling case"—a decision of the U. S. Supreme Court issued in the case of Pacific State Box & Basket Co. against Max Gehlhas as Director of Agriculture for the State of Oregon, decided in February 1937 in favor of the State of Oregon—upheld a lower court decision providing for the regulation of containers for berries.

The importance of this decision lies in the fact that the U. S. Supreme Court upheld the State court in its decision that a law providing for a standardized container was legal and should be enforced. The manufacturer of a certain kind of baskets alleged that he had been eliminated by the State authorities because they require baskets of certain specifications, and he sought to enforce an injunction, which was denied.

The lower court held that it was "of great public interest for the prevention of fraud and for the assistance of transportation facilities that containers be standardized, not only as to capacity but also as to construction." And the Supreme Court upheld it.

Coordination between the State and Federal governments is indicated by reference to the Standard Barrel Act and the Standard Container Act, passed in 1916, with its various amendments.

Special importance is attached to the Federal Food and Drug Act of 1906, as amended by the so-called "net weight law," and the Kenyon amendment. Practically every package of whatever kind put up anywhere is subject to this law.



PACKAGING PRODUCTION

MACHINERY AND EQUIPMENT

Have You a Packaging Problem?

» » » EXPERIENCE will solve it

The Package Machinery Company has served America's leading packaged goods manufacturers since the days when machine wrapping was first introduced. We have helped to solve hundreds of packaging problems in virtually every field of industry involving packaged production.

Today, our large line of wrapping machines includes equipment to wrap practically any type of package. Most of our models are highly adjustable . . . handle a wide range of sizes, and use practically any type of wrapping material. Our machines wrap such widely different products as: razor blades, soap, chewing gum, candy, chocolate bars, "Cellophane"-hooded milk bottles, as well as the standard type of carton.

These complete facilities and our wide experience can be of value to you . . . in planning and producing the kind of package best suited to your product from both the sales and production standpoints.

Consult our nearest office.

PACKAGE MACHINERY COMPANY

SPRINGFIELD, MASSACHUSETTS

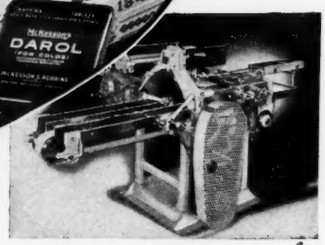
New York Chicago Cleveland Los Angeles

Mexico, D. F., Apartado 2303

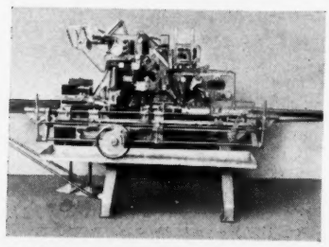
Melbourne, Australia: Baker Perkins, Pty., Ltd.

Peterborough, England: Baker Perkins, Ltd.

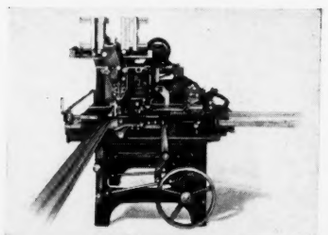
Buenos Aires, Argentina: David H. Orton, Maipu 231



MODEL FA: Adjustable carton wrapping machine; handles a wide range of sizes.



MODEL CA-2: Confectionery wrapping machine for bar goods. Handles many sizes; all kinds of wrapping material.



MODEL S: Soap wrapping machine uses any type of wrapping material. Speed: 150 cakes per minute.

ABOVE ARE 3 OF THE MANY DIFFERENT MODELS DEVELOPED BY US

PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

THE BYWORD AT VICK'S IS

"automatic"

There are many plants that don't like visitors. Not so however, the plant of the Vick Chemical Co. where no hand is touched to the average 1,900,000 cough drops produced every day. It is far cleaner than "mother's kitchen" which was not clean enough by several million microbes to the inch to suit the rigid requirements of the Vick organization. And yet, cleanliness is almost an incidental by-product of efficient engineering—a type of broad visioned planning which has made this plant a model both in its production and its packaging lines.

No need for a long treatise on the Vick plant. These pictures tell, far better than could words, the story of a thoroughly efficient plant which achieves a truly remarkable volume of production without driving either machines or labor.

Our thanks are due to R. E. McCuiston, production engineer of the Vick Chemical Co. at Greensboro, N. C., who provided aid invaluable in the preparation of this story.

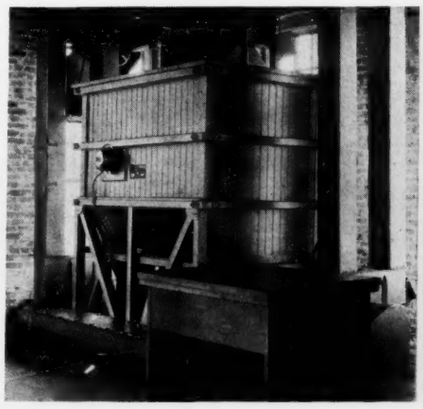
To make nearly 2,000,000 cough drops a day (or to make any cough drops at all) requires five principle ingredients, namely, sugar, glucose, steam, medication and air. All of these, including the air, must be clean to begin with and kept clean throughout the process. Hence, one reaches the new Vick Greensboro unit by strolling up a clean driveway to discover on the ground floor—

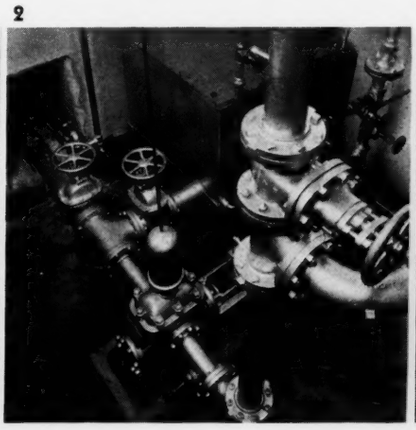
1. A Baker-Perkins sugar conveyor-storage bin unit into which a white-robed workman empties hundred-pound sacks of pure granulated sugar. The contents of each sack, poured into the hooded unit in the foreground, are sifted and then passed by screw and bucket conveyors into the larger storage bin. That bell-shaped instrument on the side of the bin is attached to a bellows-like device inside and stops the works when 6500 pounds of sugar press upon the bellows' side.

2. Through this pipe-maker's dream, steam pumps draw a tank car full of corn syrup into a large storage tank from which it is fed a day's supply at a time, into the small square tank seen in the center of the picture. From here, again automatically, required amounts are drawn up to the second floor kitchens and processing rooms.

3. Final ingredient is cleaned, dehumidified and cooled air. Hence this gigantic Delco Frigidaire conditioning system. Here you see a battery of refrigerating compressors, each providing a different zone of the plant with its own special degree of conditioning. P.S. All automatic!

2





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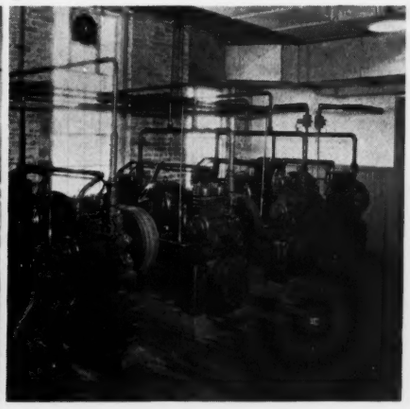
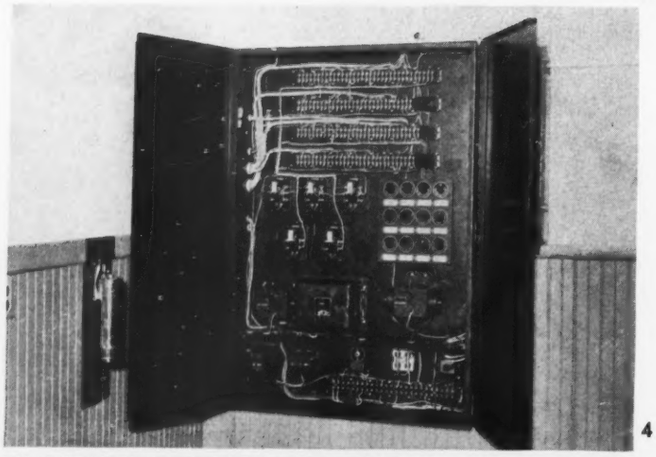
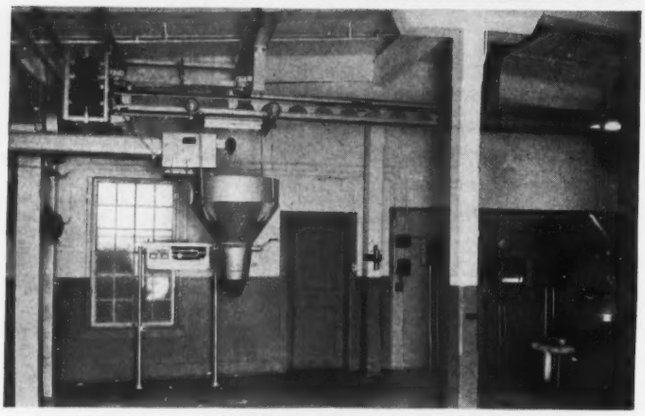




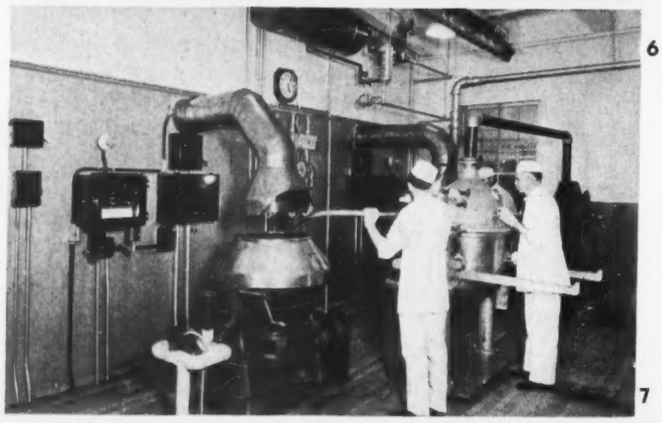
4

4. Behind all the ducts, compressors, dehumidifiers and thermostats which treat some 22,000,000 cubic feet of air daily (by Minneapolis-Honeywell) stands this control panel which regulates the various conditions to be maintained in zoned sections of the plant. It looks complicated, but it is automatic once you've turned those twelve little dials to their proper settings. So pretend the doors are shut and pass on to—



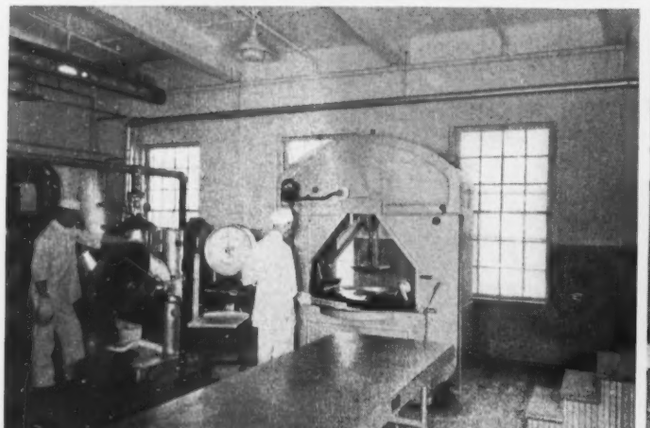
5

5. This Baker-Perkins sugar weighing and conveying system which catches 150 pounds of sugar (exactly) from the conveyor which lifts it from the bin you've seen before on the floor below. The monorail, as you've guessed, carries the sugar to the kettle at the right and then the handle dumps it faster than you can say "Vick's Medicated Cough Drops."



6

6. Baker-Perkins (how they do show up) made these steam-jacketed rotary mixer-cookers which reduce the sugar and corn starch to candy in some 14 minutes. The Leeds-Northrup automatic recording and controlling thermometers, which make the white jacketed men practically superfluous, are in those square boxes on the wall. The bulb is a signal that the "cook" will be finished in two minutes. At the left you see a Baker-Perkins vacuum pan and pump. The syrup is drawn by vacuum into this from the cooking vessel through the pipe the man is holding, and here almost total extraction of moisture is achieved. Brown and Uehling instruments record and control every steam and pressure change.



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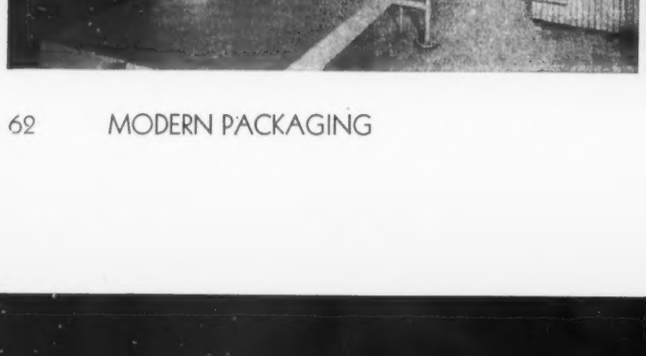
7. The ominous looking gentleman on the left is drawing off a completed batch from the Baker-Perkins vacuum pan. It will go on to the scales and then on to the Berks Engineering Co. batch-mixer and cooling machine, at which the almost idle attendant is gazing so pensively. His job is to lift an indicator to a point on a scale corresponding to the weight of the batch being mixed, and thus to receive, through a small hose, the exact amount of medication required for each batch. As the one vertical and two horizontal arms of this metal Frankenstein knead the mass, our friend the attendant feeds a few drams at a time on to the batch. The round table within the machine is water-cooled and rotates slowly so that everything is moving except the attendant.

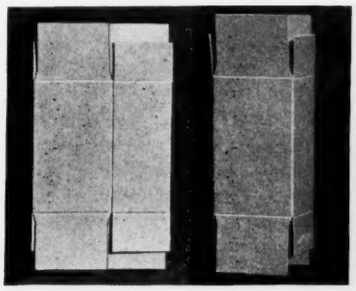


8. The cooled and medicated batch is then placed into the reservoir above this cone-shaped, spinning and rolling device which reduces the plastic material, by successive stages, to a continuous moving rod of approximately cough drop diameter. Slithering like a snake, this rod passes a glass partition to—

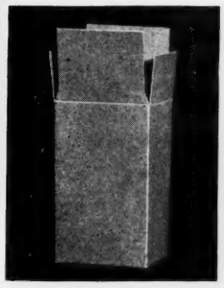
8

PNEUMATIC
PACKAGING & BOTTLING EQUIPMENT

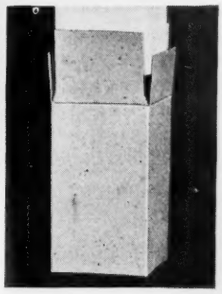
THE ONLY *Complete* PACKAGING SERVICE



1—CARTON FEEDING & FORMING

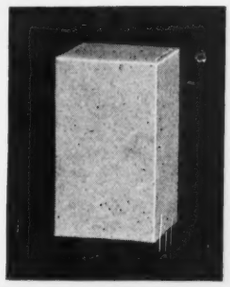


2—BOTTOM SEALING



3—CARTON LINING

4—FILLING & WEIGHING



5—TOP CLOSING

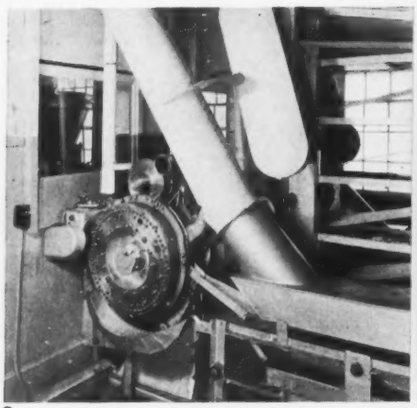
6—TIGHT WRAPPING

There are six basic packaging operations, all of which may be needed for some packages, and at least three of which are needed for any folding carton. Each operation usually requires a separate machine, which is hooked up with the others to make a complete co-ordinated line.

No matter how many units you require to produce your package, one thing is obvious. You will get smoother, more efficient, more satisfactory operation and service if all of the machines you use are made by the same builder. Only Pneumatic makes machines for every packaging operation. The completeness of the Pneumatic line offers a real advantage, making it possible for any manufacturer to set up a packaging line made up of machines which are definitely designed, from start to finish, to operate together. Installation is easier, performance is more "trouble free" and dependable. Buy "all Pneumatic." It's the soundest, most sensible, most economical way!

PNEUMATIC SCALE CORPORATION, LTD., 71 Newport Ave., Quincy, Mass. (Norfolk Downs Station). Branch Offices in New York; Chicago; San Francisco; Los Angeles; Leeds, England; Paris; Melbourne; Sydney, N. S. W.; Wellington; and Buenos Aires

LOWER COST PER CONTAINER



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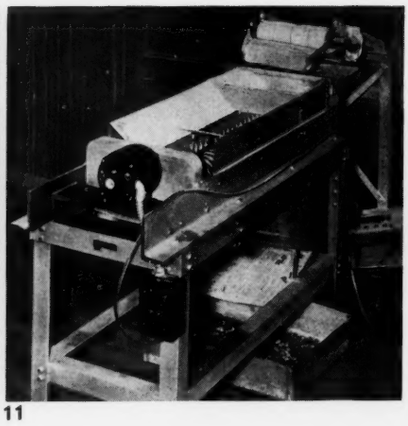


11

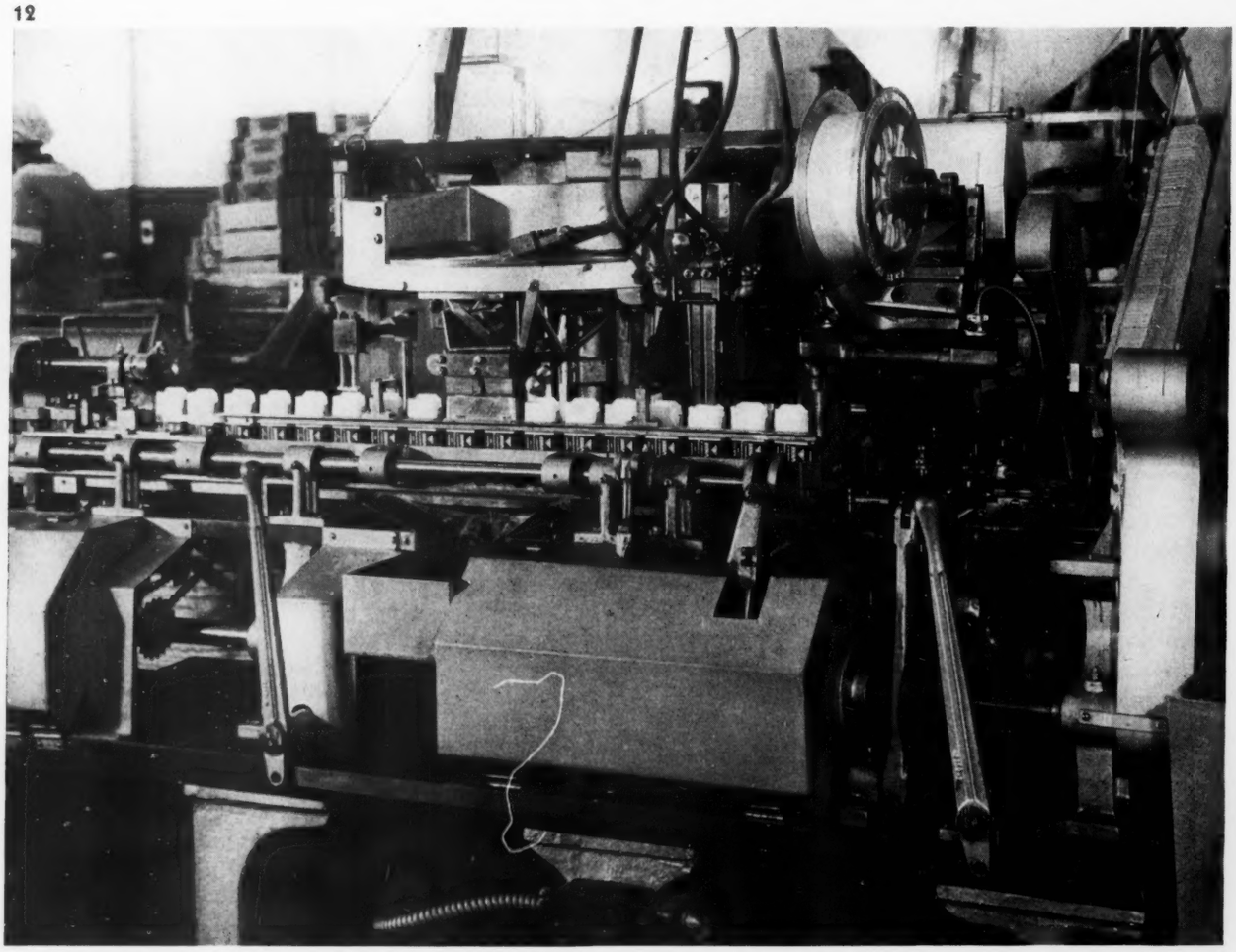
9. A much colder and drier room where this automatic drop-forming machine converts it into cough drops at the rate of 2200 per minute. The drops fall off and are carried away by a—

10. Cooling conveyor system down the length of this room. Seven times they glide back and forth before proceeding on to the inspecting and packaging rooms. After that 245-foot refrigerated walk, the drops have become thoroughly non-sticky.

11. Primary inspection and the removal of over-sized, under-sized and blistered cough drops (as well as sugar screenings) is accomplished by this Cartoning Machinery Corp. "sizer" or separating machine.

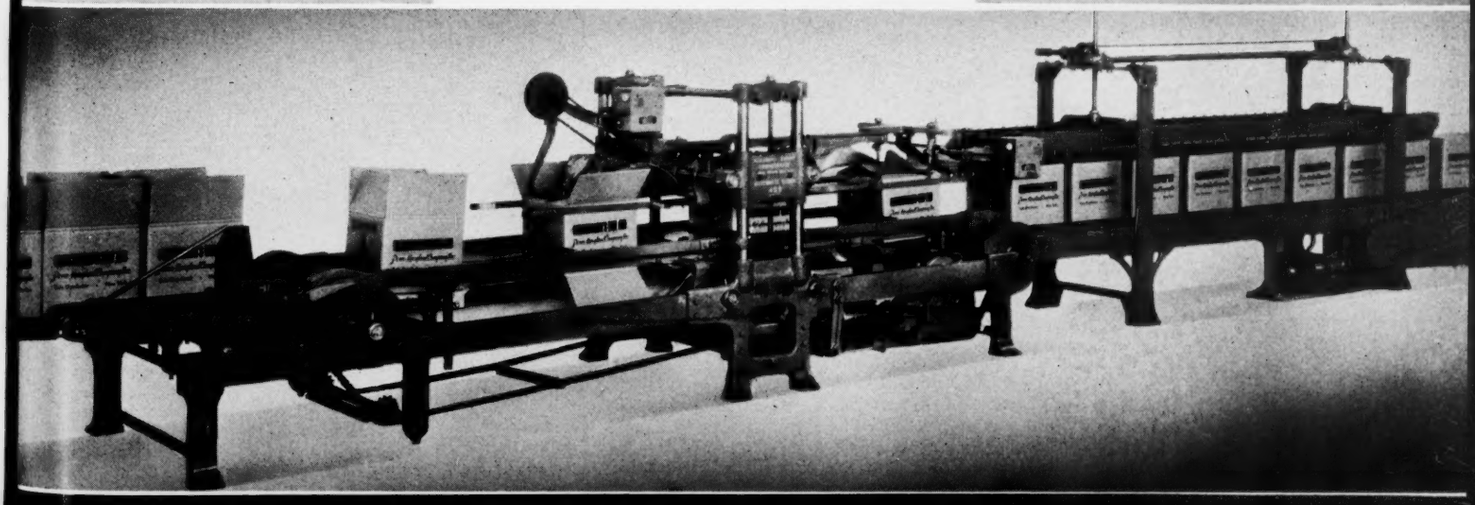
12. Close-up of one of the C-10 cartoning machines, operating at a speed of 60 completed cartons per minute. Cough drops are hopper-fed into the rotary counting device, and then automatically tripped into two waiting cartons simultaneously. (The eighth and ninth cartons, reading from the right.) These have previously been erected and lined automatically and pass on to be automatically folded and closed. A special electrical weighing attachment, developed by Vick engineers, automatically kicks underweight or over-weight cartons out of line, the tolerance being held to a maximum of 5 per cent. On under-weight cartons, a girl inserts an extra cough drop and places the package back in line. If you get 24 cough drops for your next throat tickle, you'll know why.

12



BRAZIL CAN'T PRODUCE COFFEE ANY FASTER THAN WE CAN CASE-SEAL IT

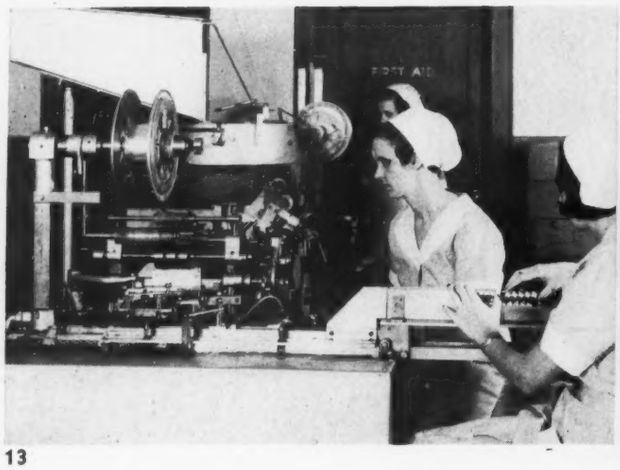
For Standard-Knapp case sealers actually come in contact with the major portion of every coffee crop. Many of the installations in these dominant plants have been working—without any trouble whatsoever—for ten and fifteen years and more. All work so economically that, when expansion is planned, Standard-Knapp just naturally gets the reorders. It's the quality—and low cost—of their production that earns them this enviable dominance. Which, being just what you are after, is a good reason for getting in touch with—



STANDARD-KNAPP CORPORATION

MANUFACTURERS OF CASE SEALING, CASE PACKAGING, AND CAN LABELING MACHINES

43-27 32nd PL., LONG ISLAND CITY, N. Y.
208 W. Washington Street, CHICAGO
1001 Society for Sav. Bldg., CLEVELAND
909 Western Ave., SEATTLE
420 S. San Pedro St., LOS ANGELES
189 Second Street, SAN FRANCISCO
Windsor House, Victoria St., LONDON, ENGLAND



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14

13. This model C-W Cartoning Machinery Corp. cartoner is known as the "advertising department," for it produces small sample packages ten per minute faster than its big brother. The "advertising department" does its own wrapping and sealing in moistureproof cellophane.

14. At the right you see the discharge end of the sale-package cartoner, feeding to the belt of a model F-A Package Machinery Co. cellophane wrapper. The cellophane feeds from the roll at the lower left hand corner, up and across, past the sheeting device, to a point of contact with the carton, where each sheet is ingeniously folded and then passed on through heated plates to discharge at the far end into the hands of packers who fill the display cartons you see stacked in the back of the room.

15. Reading rom the upper right corner, counter-clock-wise around the room, you see a Kingsbury and Davis Machine Co. stayer, producing chipboard covers for display cartons at a rate of 30 per minute. Next, the line of two Package Machinery Co. wax wrapping machines which wrap and double wrap the cartons. They are then bundled by a Package Machinery Co. bundling unit which applies the end labels as well as the final outer wrap. A hand packer picks these off the discharge chute to fill corrugated shipping containers which pass automatically on to a Standard-Knapp sealing machine. From here, the chute to a hundred thousand drug store counters.

15

A speedy, economical packaging line

The Morrison Company of Philadelphia packages a wide variety of powdered puddings, pie fillings and ice cream preparations on Stokes & Smith equipment. Three attendants produce a continuous stream of tightly sealed, non-sifting, bag-lined cartons.

The cartons are hand fed to the carton sealer, which seals the bottom flaps and carries them to the Universal Fillers. There attendants fill the bags and place them in the conveyed cartons, which then move on to the Sealer. There the open top of the bag is automatically sealed in with the top flaps of the carton and the packages are conveyed under pressure to the shipping table.

Similar semi-automatic or fully automatic Stokes & Smith equipment with automatic carton feed, bag inserting and automatic filling, for the production of sixty packages per minute is also available. An S & S Packaging Engineer will gladly suggest the proper equipment for your particular needs. Write for information.

FOR PRODUCTION OF 15 TO 60 PER MINUTE

STOKES & SMITH Co

PACKAGING MACHINERY PAPER BOX MACHINERY

Frankford, Philadelphia, U. S. A.

FOR YOUR *information* FILE

Unless otherwise indicated, copies of catalogs, booklets, etc., mentioned in this department may be obtained without charge by writing to the sponsoring company at the address given.

THE HAZEN PAPER COMPANY, Holyoke, Mass., has issued a new sample book containing six examples of each of eight colors of the company's "Huebrites" line. The papers are available in white, medium blue, pink, brown, red, orchid, dark blue and green and in four embossings as well as antique and smooth finish. These, it is claimed, have a special coating which permits ink to stand out more distinctly than on the old-fashioned mat-coat papers. This coating likewise increases resistance to marking and counter damage. Other embossings and special colors, weights and widths can be supplied on order. The company has also issued a new sample booklet of Hazen sheen papers, incorporating a number of new embossings.

THE CANCO TESTING KITCHEN has recently been opened in the New York offices of the American Can Company with the purpose of aiding the company's customers in developing recipes for use on can labels or in promotional or advertising material. The company has prepared an illustrated brochure, outlining the purpose of the Testing Kitchen and its relation to the problems of the canning industry.

THE GENERAL ELECTRIC COMPANY, Schenectady, N. Y., has prepared a complete catalog of electric heating units and devices of its manufacture (bulletin GED-650). Of particular interest to packagers are the sections on immersion heaters, gluepots, strip heaters and forced-convection type heaters for wall or ceiling mounting.

THE HAMPDEN GLAZED PAPER AND CARD CO., Holyoke, Mass., has issued two new swatch books, sampling its Enamelay and Midas lines of box papers. The Enamelay line consists of three embossed and printed patterns, tile, check and quilted, available in a full range of colors. The small unit design makes these papers particularly suitable for small sized boxes. The Midas line features a number of plain and embossed, gold and platinum papers of improved fastness and brilliance. Both booklets incorporate current price listings.

BRINGING SEARCHLIGHTS INTO THE SPOTLIGHT (*Continued from page 37*)

Thus the Delta company and its cartonmakers set out to design a series of cartons that would bring the product out from under the counter without sacrificing any elements of product protection. To this end, strong colors were selected, to insure the packages receiving their full measure of dealer and consumer attention in the highly competitive field. It was found that the red and black which were chosen—and the particular inks used—would not soil easily or show finger marks.

The designers gave consideration not only to the elements of consumer appeal, but planned also for the utmost in manufacturing economy. Here they were aided by the policy of adhering to a close family relationship throughout the line. Art costs were held to a minimum and, in some instances in which containers of the same size and shape were utilized for two or more different products, the only printing plate changes necessary consisted of the insertion of a new panel of information for each new product. These panels utilized a white background so that electros could be economically set into mortises in the overall carton-printing plates.

From the standpoint of product protection, the cartonmakers found themselves up against a tough problem. Folding cartons, by themselves, admittedly did not supply a strength, shock resistance, and cushioning power equal to that of a well designed corrugated container. In part, the solution was found in the choice of a tough and unusually strong type of super white board.

However, with a view towards protecting metal finishes and particularly towards protecting the glass lenses of the lamps, special insert pieces of corrugated board were developed, after joint consultation between the boxmaker's and the lampmaker's engineers, which provided insurance against breakage in shipment while still permitting speedy and economical packing in the factory and examination in the store.

Thus, early in 1937, the Delta company began to ship new containers to jobbers. The response was instantaneous and highly favorable.

Salesmen reported numerous dealers voluntarily using the cartons in window displays without suggestion on the part of jobber or contact man. A number of dealers wrote requesting a special supply of cartons to replace the original containers of items in their stock. Delta salesmen evinced a unanimous enthusiasm for the new packages and showed a consequent rise in selling morale. Finally, and most significant, sales volume mounted steadily from the moment of introduction of the new package family on the market.

The company reports a slight increase in package cost over the earlier containers, but one that has, to again quote Mr. Cole, "more than paid for itself in additional volume and added prestige."

for easier profits use

PETERS CARTON PACKAGING MACHINES

INVESTIGATE THOSE

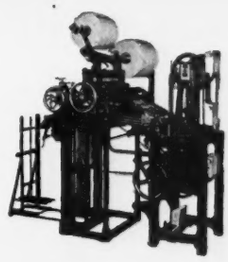
TO MEET YOUR REQUIREMENTS

Throughout many industries will be found these machines operating daily on thousands of carton packages and making profits for their owners.

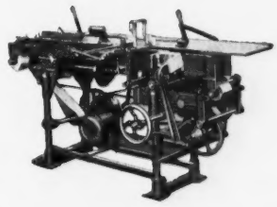
You, too, will be pleased to learn how much your costs can be reduced by packaging with these automatic machines.

If your various material and other costs are increasing, do not cut the quality of your product but cut the cost of the package with PETERS machines and maintain your price.

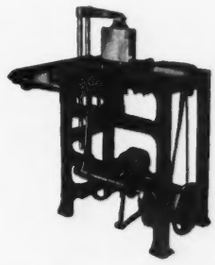
If you will send us your problem, we will gladly send you complete information on machines to handle your production requirements economically and efficiently.



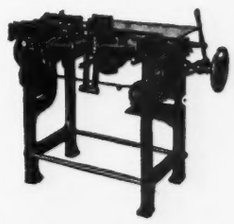
● SENIOR CARTON FORMING AND LINING MACHINE
Sets up 55–60 cartons per min.



● SENIOR CARTON FOLDING AND CLOSING MACHINE
Closes 55–60 cartons per min.



● JUNIOR CARTON FORMING AND LINING MACHINE
Sets up 35–40 cartons per min.



● JUNIOR CARTON FOLDING AND CLOSING MACHINE
Closes 35–40 cartons per min.

PETERS MACHINERY CO.
4700 Ravenswood Avenue, Chicago, Illinois

Equipment and Materials

NEW DEVELOPMENTS IN PACKAGING MACHINERY METHODS AND SUPPLIES

New Aluminum Cans

The Victor Metal Products Corp. announces a new line of seamless aluminum cans, designed especially for the shipment and packaging of pills, capsules and similar small items.

The cans may be lithographed with decorations similar to those used on collapsible tubes. Particularly noteworthy is the turned-in edge construction, claimed to provide a perfect air-tight seat for the aluminum closure used in conjunction with the can.

The cap, given a special treatment, screws on and off without the gripping usually present when two aluminum parts come in contact with each other.

Cans may be made in any desired length and size with either slip-on or threaded aluminum closures.

Self-Regulated Parcel Post Scale

A new scale, specially designed to facilitate straight-line handling of mail matter has been introduced by the International Business Machines Corp. The unit employs a new self-regulating principle, it is claimed, which obviates thermostats, to insure accuracy at all times. Both vertical and horizontal parallax are eliminated so that the scale may be read accurately by tall or short persons. The mechanism includes a reduced number of working parts and hence is compact and of light weight. All working parts are enclosed and below the platform, but with accessible adjustments. The charts are automatically lighted when a package is placed on the scale.

Cellophane Sheeter and Gluer

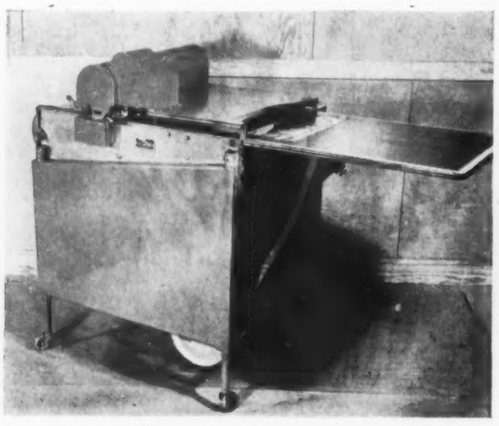
A new machine which delivers cut sheets of cellophane and Kraft paper from the roll with one, two or three glued lines applied to them has been announced by the Miller Wrapping and Sealing Machine Co. The operator of the Speed-Wrap sits facing or beside the machine, and at the touch of a lever the cut sheet is delivered to her with glue placed on it. Thus, she can quickly band or wrap all kinds of packages whether odd shaped or regular without stopping to handle the glue brush and without loss of time in separating sheets. The machine is motor driven and automatic, there being no pedals. The trip lever can be fastened down so that cut sheets will deliver continuously at a prearranged speed. Used in this manner, the machine will supply several operators with cut-to-size glued sheets.

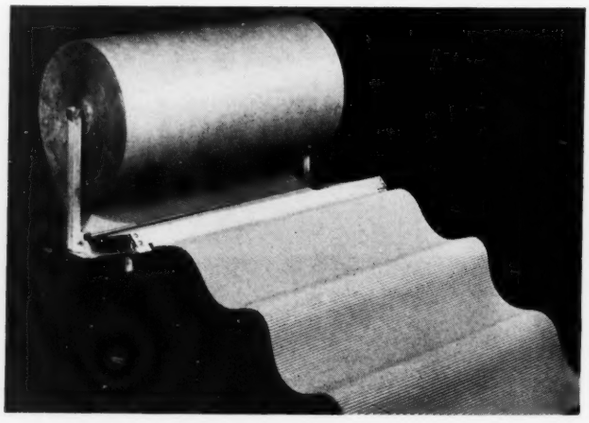
Waterproof Lacquer for Wood Products

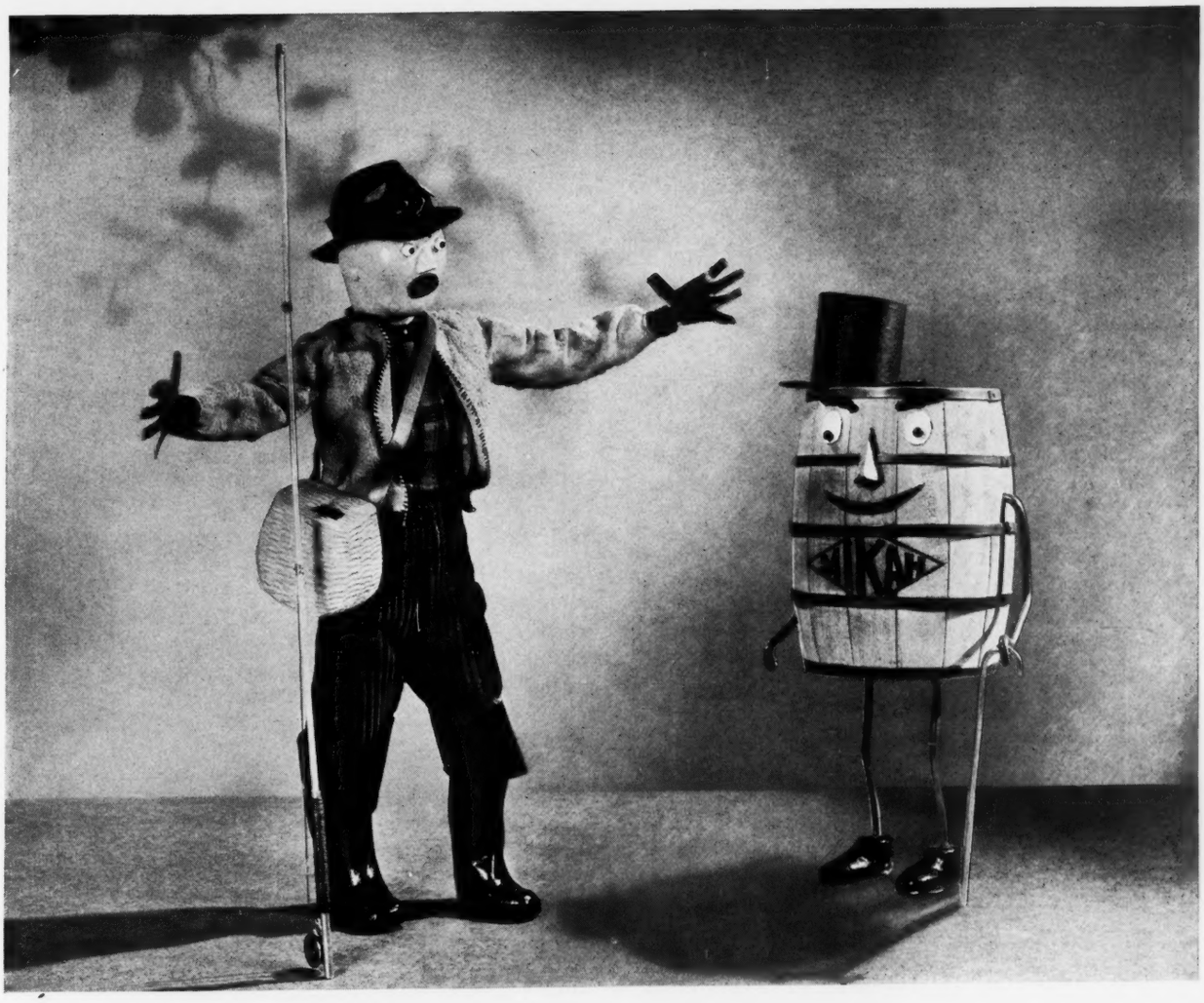
A new type of clear lacquer that is claimed to be especially resistant to water and moisture has been developed (for use on wooden boxes, displays, and other wood products) by Maas and Waldstein Co. One thin dip coat seals the pores of the wood and provides a waterproof coating. A second coat can be used for final finish or any suitable finish can be used as top coat.

Corrugated Paper Cutter

The Sherman Paper Products Corp. is marketing a new roll-fed sheet cutting device, the Corro-Cutter. The roll of paper is held on two upright stanchions and feeds the sheet between the cutting knife and a bottom guide. The paper is pulled out to the desired length and then cut by pulling up across the knife. The machine is available in styles designed to handle paper from 12 inches to 72 inches in width. The cutting blade is of hard steel.







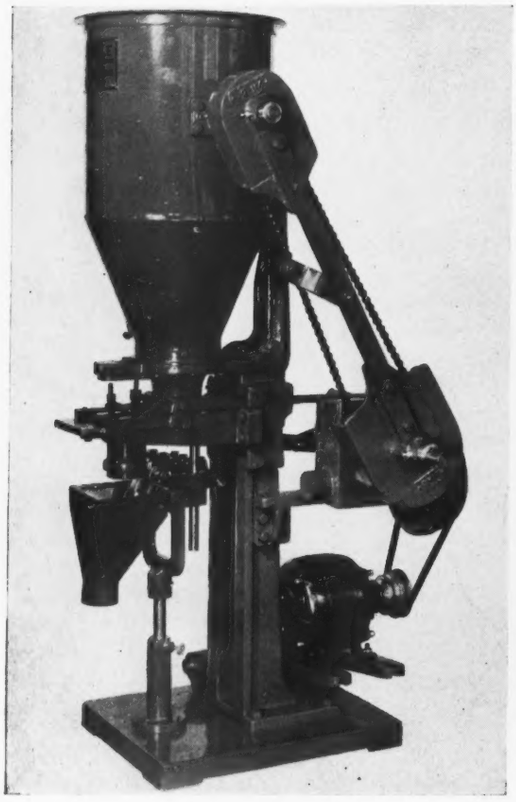
"Sure, but WHERE'S THE FISH?"

Results count—not claims or alibis. For nearly half a century, Mikah Glues have enjoyed a reputation for *proven performance* in every phase of packaging, labeling, and wrapping.

The services of our Technical Staff are at your free disposal.

National Adhesives Corporation

NEW YORK—CHICAGO—PHILADELPHIA—BOSTON—SAN FRANCISCO—and All Principal Cities

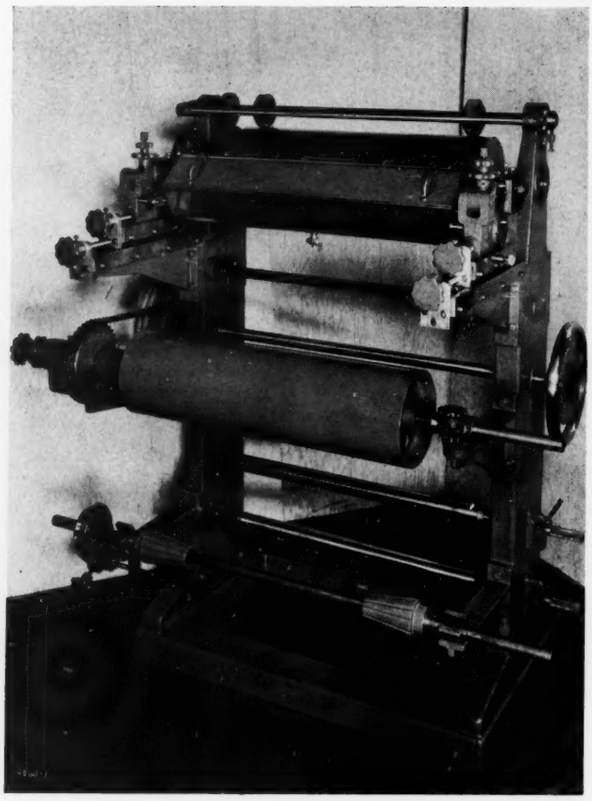


"All-Purpose" Volumetric Filler

A new filler with a range of from 1/4 ounce to 24 ounces per discharge has been announced by Triangle Package Machinery Co. It is claimed that this machine will handle all powders or granules such as nut meats, dessert powders, spices, drugs, etc., and will fill into any style of container. The machine is equipped with an agitator to feed powdered materials. Mechanical scrapers prevent the escape or accumulation of material on the measuring plate. Inasmuch as only one measuring chamber is used, an unusual range can be handled with quick adjustment, the manufacturers report. The machine is pedestal mounted and utilizes a "V" belt drive.

Wide Range Variable Speed Transmission

The Speedmaster Co. announces a new transmission unit employing standard "V" belts which run over adjustable Bakelite pulleys. The unit, though small and compact, has, it is claimed, the ability to obtain unusually great speed variations. The model illustrated provides output shaft speeds ranging from 90 rpm to 4300 rpm. Speed changes are obtained by turning a hand wheel, an infinite variation being possible. The speedometer above this control handle indicates the output shaft speed. The unit incorporates a 1/2-hp. motor which may be mounted in various positions on the housing or mounted inside so that the entire unit may be used to form a base or leg of the machine it drives. The Speedmaster is available in various sizes.



Aniline Printer and Rewinder

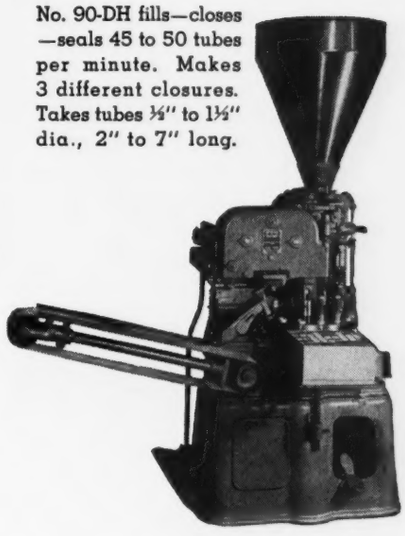
The Haida Engineering Co. is marketing a new multicolor aniline web printer and rewinder equipped with brackets for holding the mill roll and designed to produce printed rolls of paper, cellophane, etc. The machine can be equipped with units for printing from one to four colors. Mounted on a solid cast iron base, it is claimed that the exceptionally heavy construction insures vibration-free operation, an important factor for quality control in high-speed printing. Color units are equipped throughout with ball bearings and inking rollers completely enclosed to prevent drying of the ink. The machine requires a 3/4-hp. motor. A model equipped to process a 30-inch web occupies a floor space of 40 inches by 56 inches. Machines equipped for the handling of other widths of paper are likewise available.

"Known by the *Customers* We Keep"

You'll find Stokes 90-DH Tube Filling Machines in the plants of many leading manufacturers. These machines not only fill and close tubes accurately and fast, but *seal* them securely with closures suited to the individual products.

Stokes machines are high production machines, yet they are flexible, readily changed from one tube size to another, from one product to another, from one type of closure to another. One operator only is required, to feed the tubes. Accuracy of fill is positive, regardless of tube size. Speed is the same for large or small tubes. The "no tube no fill" device insures clean tubes always. Standard double fold, quadruple fold, "Westite" closure or the Stokes "Fat Fill" are optional . . . each crimped with the Stokes "Diamon Lock". Stokes machines handle both semi-liquids and pastes . . . are available in hand-operated to full automatic models for small or large production . . . are efficient, clean, economical, simple, rugged, long-lived. You should know more about them. Write for Catalog No. 34-F.

No. 90-DH fills—closes—seals 45 to 50 tubes per minute. Makes 3 different closures. Takes tubes ½" to 1½" dia., 2" to 7" long.



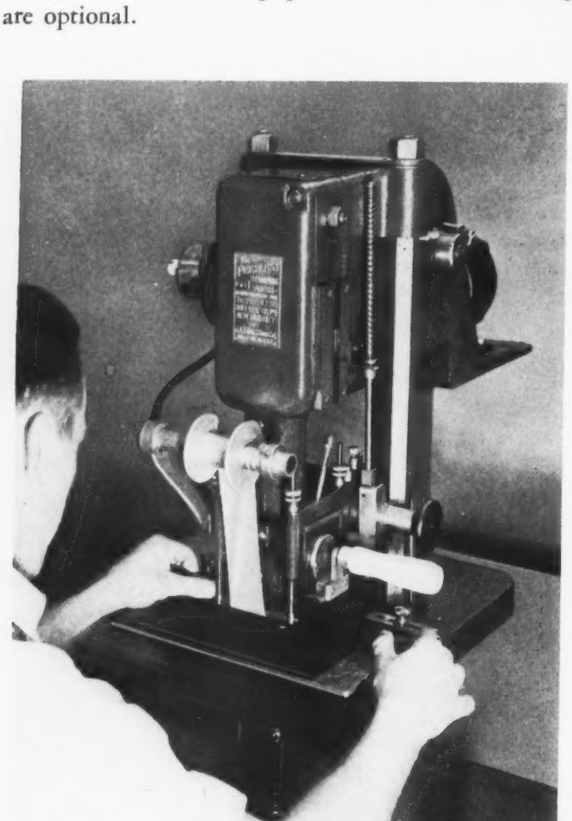
F. J. STOKES MACHINE COMPANY
5970 Tabor Road Olney P. O. Philadelphia, Pa.

Representatives In: New York, Chicago, Cincinnati, St. Louis, Los Angeles, San Francisco

F.J.Stokes **PACKAGING EQUIPMENT** FJS Est. 1895

Power Roll Leaf Stamping Press

A new model press, Model HW, for stamping packages, handles and product parts with roll leaf foil, is announced by the Peerless Roll Leaf Co. Inc. Designed for bench mounting, the new unit operates by foot-pedal control, at a rate of 70 to 75 impressions per minute, the company reports. Articles varying from paper thickness up to four inches can be stamped on the new machine, the roll leaf feeding mechanism of which has an adjusting sector. Power is supplied through a direct worm drive by a $^1/_4$-hp. motor attached directly to the press. A die plate and chase and a thermostatic heat control are furnished as standard equipment. Pedestal mountings are optional.



"Quick Reading" Postage Scale

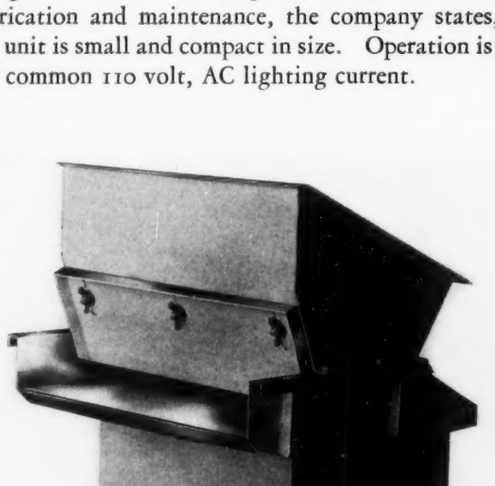
A new, easily read postage scale with a capacity up to 70 lbs. is announced by the Toledo Scale Co. Of "box" shape, with weighing platter above, the scale is so calibrated that readings are available in both poundage and monetary equivalents on the chart set, behind adjustable magnifying lenses, below the platter.

There is only one set of figures to be read for any one zone at any one time. The aluminum chart, which cannot warp or bulge, permits placing the "reading line" so close to the chart as to eliminate the frequent errors

caused by parallax in reading over or under the line. Adjustable lenses make it possible to place the scale either on the floor, on a bench, or in between so that packages can be slid on to it. The figures are easily read from as far as fifteen feet away.

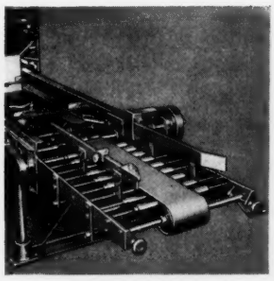
Vibratory Feeder for Inspection Belts

A vibratory feeder to facilitate the inspection of small objects such as nuts, washers, candy pieces, peas, etc., has been placed on the market by the Syntron Co. The machine consists of a hopper-vibrating mechanism, set above the inspection sorting belt, which provides a single layer flow, separating the material in an evenly spaced manner upon the belt. The inspector can thus spot defective and odd size or foreign objects. The feeder has a wide trough with a receiving hopper having an adjustable gate. Control of the speed of flow is by rheostat in a separate wall-mounted controller. There are no moving parts such as motors, gears, cams, etc., to require lubrication and maintenance, the company states, and the unit is small and compact in size. Operation is from the common 110 volt, AC lighting current.

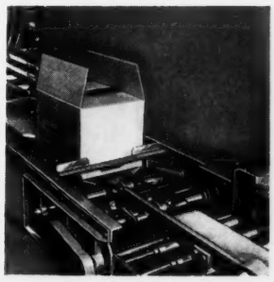


THE PACKOMATIC WAY

OF AUTOMATICALLY SEALING PAPER SHIPPING CASES

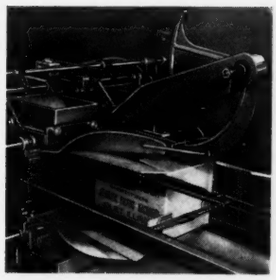


POSITIVE PLUNGER TYPE FEED AND TIMING DEVICE

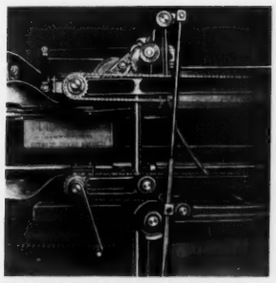


FEED-IN CHAINS AND BOTTOM FLAP OPENER

INNER TOP FLAP CLOSER WITH SAFETY RATCHET



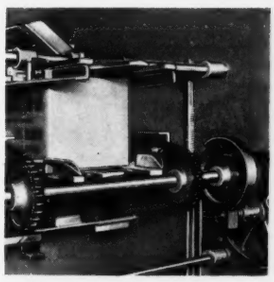
OUTER FLAP SPREADERS AND GLUING MECHANISMS



FLEXIBLE GLUE SKIP AND HORIZONTAL ADJUSTMENTS

AN ENGINEER WILL CALL

Without obligating you in any way, you can discuss your packaging problems with one of our experienced engineers. Or send us samples of your product, cartons and cases. We'll show you the way. Write—phone—or wire.



SPRING TENSION CASE SQUARING DEVICE

OTHER PACKOMATIC MACHINES

Carton Forming Machines; Carton Sealing Machines; Automatic Net Weight and Gross Weight Scales; Automatic Volumetric Fillers; Semi-Automatic Net Weight and Gross Weight Weighers; Can Labeling, and Coupon Inserting Machines; Special Machinery.

FOR HIGH SPEED ECONOMICAL PRODUCTION

No manufacturer is too small to receive our careful consideration and recommendations. Through the constant effort of a staff of technically trained engineers, PACKOMATIC Machines are always tops in design, construction, and operating efficiency. Over 2000 manufacturers have trusted us with their packaging problems—why not you?

BRANCH OFFICES

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PACKOMATIC

PACKAGING MACHINERY

J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

BRANCH OFFICES

DENVER
SAN FRANCISCO
LOS ANGELES
SEATTLE
NEW ORLEANS
DALLAS

PACKAGE PROGRAM FOR 2000 ITEMS

(Continued from page 45)

7. Merck Saccharin Tablets, once packaged in a small bottle with screwed-on metal closure, are now sold in a molded vest pocket container with a sliding dispenser top.

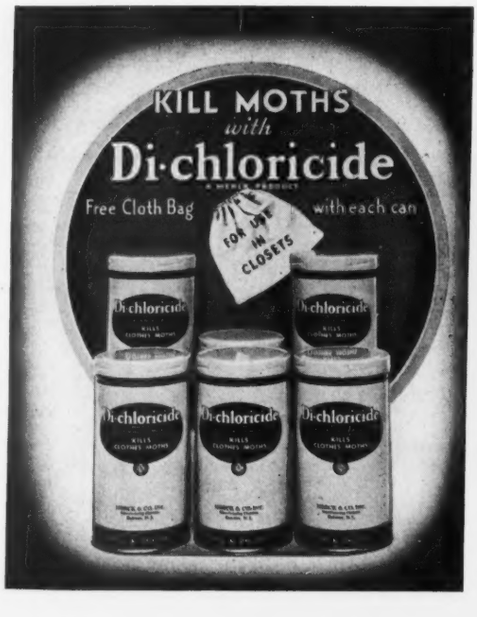
8. Merck displays usually feature the package. It has become a custom in the drug field for makers of over-the-counter items to promote the druggist's services in their advertising and displays. Merck, with over two thousand "back-room" items, lays strongest emphasis on this point. Note the ingenious tie-in between the Merck products for the home and Merck Prescription Chemicals in the medicine cabinet display.

connection with this article. While these packages illustrate progressive changes in design, they do not tell the full story of what has been done. Package redesign with a line involving such a large number of products is not something to be taken up periodically and then dropped for a term of years. Redesigning is going on all the time. Some items, or groups of items, are always in process of revision. During recent years, the entire family of packages has undergone a series of modernizations in appearance and construction to meet changing conditions and requirements.

Redesigning Includes Structural Changes

Redesigning includes much more than surface appearance. Structural changes are frequently made to provide greater product protection, greater convenience in use, and greater ease and economy of packaging and handling. Thus, when plastic closures became practical, the company changed over hundreds of items from corks to specially molded closures. The number of sizes and types now used exceeds 100 and ranges from one of the smallest of molded closures to one of the largest ever molded for commercial package application. Some time ago, a substitute was sought for the canister plug-type closure then in use. A special type of slip-on top with an easily opened and easily resealed interrupted thread was developed. This new lock-top closure, developed and tested over a period of several years, has speeded up production, and provided the pharmacist and chemist with a dust-proof, tamper-proof, easily opened, and easily handled package at no extra cost.

The Package Development Department keeps a weather eye open for convenience factors, not only on products for the general public but on items for the professions and sciences. Thus, ordinary cartons for sealed



NEW!

THE MILLER *"SPEED-WRAP"*

for **Banding**
Full-Wrapping
Bundling

Just touch the button and "Presto!" the "Speed-Wrap" delivers cut sheets, all prepared with 1, 2, or 3 glue lines.

Perfect for banding, full-wrapping, or bundling . . . uses Cellophane or kraft paper, from the roll.

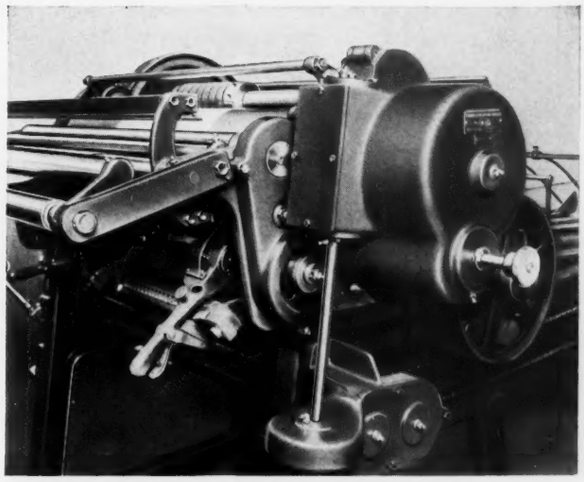
300% to 400% *faster*. Motor driven. Cuts down fatigue.

PROFIT by writing!

Miller
WRAPPING & SEALING MACHINE CO.

14 So. Clinton St. **CHICAGO**

SOMETHING *NEW* FROM BECK



To those leaning on the importance of greater economies thru waste elimination and precision accuracies in "Spot-Sheeting" do we address our invitation to investigate our new

DIFFERENTIAL CUT-REGISTER CONTROL UNIT

For cutting to register, printed wraps, labels, etc. This unit is to be had on Beck Sheeters controlled either by hand or electric eye.

CHARLES BECK MACHINE COMPANY
13th & Callowhill Sts. **Philadelphia, Pa.**

Wanted:

SALESMAN

With successful record selling packages or packaging materials to large manufacturers in Metropolitan New York area, and several other select Eastern territories, to represent large manufacturer of improved specialized packages adaptable to many products, including the food industries who require a higher degree of product protection than now available.

Ability to meet executives of large organizations, and experience in creative selling in packaging field essential. In reply please describe qualifications fully.

Reply Box No. 107
MODERN PACKAGING
425 4th Ave., New York

tubes are being replaced by others having a small die-cut hole on one side. This hole, made at no extra cost, provides the user with a convenient device in which to place the opened tube in upright position while the patient is being prepared to receive the medication.

Packages of Every Kind and Size

Among the many Merck chemicals are products using almost every known variety and size of package. While canisters and bottles predominate, tubes, tins, jugs, molded containers, cartons, boxes, vials and sealed tubes, wooden boxes, barrels and drums, of standard and special types, are used.

Many of the packaging operations are so limited in quantity, or so exacting in measurements, as to require all hand operations. A typical instance is to be found in the Arsphenamine Department where tubes of chemicals for intravenous and intramuscular injection are packaged. Here, in a large and well-lighted room, with adjacent refrigerated storage rooms, groups of girls work in glass-walled enclosures. One group weighs and fills the tube. Another draws a capillary in the neck of the tube with a gas flame. A third makes a vacuum (with a special apparatus) and seals the container over the flame. A fourth tests the finished tubes by submersion under vacuum. Leaks, which would result in product deterioration, are noted by the discoloration of the contents in the presence of water. A fifth group packs the tested perfect tubes into cartons and shipping containers.

In another building special hygroscopic chemicals are hand measured and hand packaged in an air-conditioned and humidity-controlled room. The packaging of valuable alkaloids, likewise limited to hand operations, is done behind electrically wired thief-proof walls in a section of the plant to which entry is forbidden except by receipt of a special pass.

Highly inflammable and explosive products are likewise segregated for packaging in a building specially constructed for such operations.

In contrast, machine operations are employed for packages sold in large volume. Zinc Stearate cans are filled on a conventional auger filler, the closures snapped into place by a specially constructed device. Conveyors are used right up to the packaging and sealing of shipping containers. Creolin is packaged on a line which includes a sixteen-head rotary Kiefer bottle filler, a Capem capper, and a World labeler and a National Packaging Machinery cartoner. Quinine Sulfate is packaged on a line incorporating a Pneumatic Scale capper and a World labeler.

Other lines are mechanized wherever possible, usually with semi-automatic fillers for liquids. For the solid, canister-contained chemicals, high-speed crimpers and a variety of Stokes and Smith, and National Packaging Machinery auger fillers, gravity fillers, net weighers, are used. These lines are kept flexible to allow for the variations in material filled and the sizes of containers used. On them all, extreme care is taken to insure freedom from contamination.

A centralized system of stock records is used to provide a perpetual inventory, work record, and production control. Files indicate the quantity in stock of any given item, and the "low point" at which new operations of manufacture and packaging must begin. When manufactured goods from any of the many factories arrive in the packaging building, labels in exactly the required quantity are obtained on requisition from the central label depot. These are checked against the control card for exactness of description and issued to the foreman of the particular packaging department requiring them. In this way poisons are easily segregated, for stocking and storage, from non-toxic chemicals. Possible theft or misuse of labels is prevented and a rigid control established. So exacting is this system that labels spoiled during the packaging process must be returned to the control desk before additional labels will be issued. The system even extends to stencils used in marking large carboys and drums.

The Merck packaging program has many applications to other businesses. This company realizes that packaging is not a static thing, that research does not end with the making of the product, that expenditures, not merely on package changes but on a program of constant package research and improvement, are among the most profitable expenditures a business can make. The chart of improvements made in packages and packaging operations is replete with instances of substantial lowerings of packing costs; substantial increases in package display and product sales; and substantial accruals of consumer good-will because of package-induced convenience in a field where the good-will earned by one package often induces dealers to carry hundreds of other items.

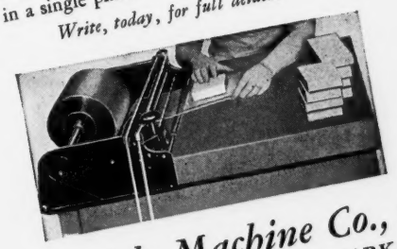
9. Many Merck products are sold in bulk, either to manufacturers for further processing or to hospitals and institutions. Note the ingenious construction of this ether container, far stronger and sturdier than the boxed tin can it replaced.

CUT COSTS WAY DOWN WRAPPING IN CELLOPHANE

PAYS FOR ITSELF ON MATERIALS SAVED IN SIX MONTHS OR LESS!

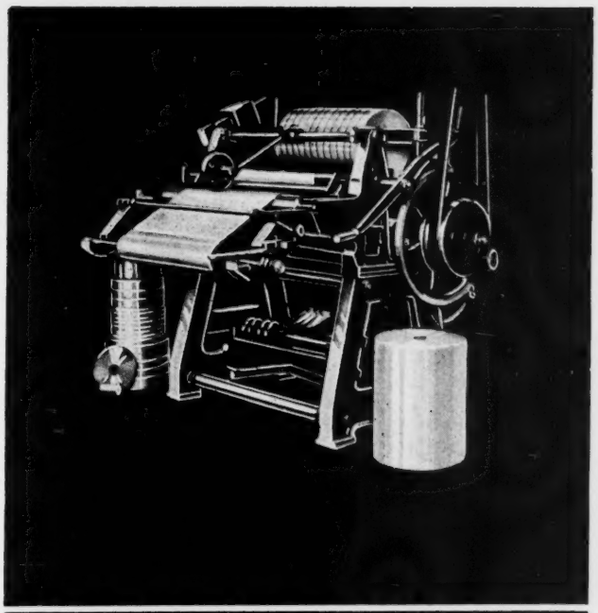
Save 25% to 40% on materials alone! Save spoilage! Save labor! Save space! And not merely on ordinary rectangular packages! This machine can wrap anything . . . soft objects . . . irregular ones . . . and do a fast, clean, workmanlike job. No wonder hundreds are in use, as many as twenty-five in a single plant.

Write, today, for full details—



Wrap-Ade Machine Co., INC.
215 CENTRAL AVE. NEWARK, N. J.
MArket 2-0931

Ask also about Wrap-Ade Devices for sheeting, gluing, sealing, crimping, labeling, punching and bag, envelope and tube making with transparent cellulose.



CAMACHINES
FOR SLITTING AND WINDING
PAPER, BOARD, FABRICS ETC.
CAMERON MACHINE COMPANY
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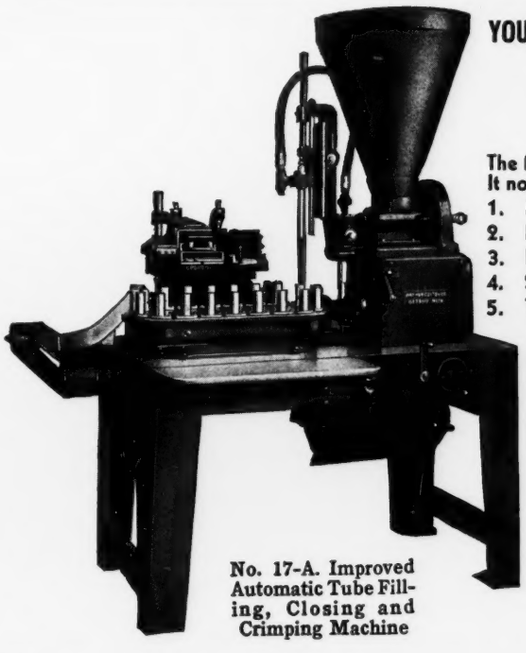


No. 17-A. Improved Automatic Tube Filling, Closing and Crimping Machine

YOUR IMMEDIATE ATTENTION IS CALLED TO THIS *NEW*
No. 17 IMPROVED AUTOMATIC TUBE FILLING, CLOSING AND CRIMPING MACHINE for SEALING COLLAPSIBLE TUBES.
TYPE "A" for PASTE. "B" for POWDERS. "C" for LIQUIDS.

The famous COLTON CLOSURE machine has been greatly improved and simplified. It now offers you these new advantages:

1. Motor is underneath, out of the way.
2. Equipped with REEVES drive for speed control.
3. New design filling head gives a positive free smooth action of nozzle.
4. Start and stop push button switch.
5. Two hand levers. One for starting machine proper. One for stopping and starting filling mechanism.

All of these improvements—yet no increase in price. Write today for a sample tube and full information on this machine.

ARTHUR COLTON CO.
2602 JEFFERSON AVE., EAST
DETROIT MICHIGAN

SIMPLE AS A B SEE

AN INTERESTING QUESTION ASKED IN MODERN PACKAGING's survey of the hardware field last summer was "If saws, tools, etc., could be supplied in good transparent packages that protect the goods but let them be seen, would that help sales?"

"Perhaps," said 12; "Yes," answered 142, out of 200 hardware merchants interviewed.

This preference for transparent packages is shared by many, many packagers, if recent straws in the packaging wind count for anything. Take the case history of the Observatory Box. Within two weeks of its introduction 100,000 were sold in New York City alone. Orders placed during the next two and a half months quadrupled that figure.

A watch manufacturer was the first to seize upon the Observatory Box as being a package to bring his product immediate point of sale display. Observatory's minimum amount of concealment and maximum amount of protection and display value forthwith obtain for his product more front counter space than ever before.

The design of the Observatory Box is so flexible, however, that slight changes make it eminently suitable for innumerable products. Products currently packaged in it include watches, strings of pearls, brooches, perfumes and face powders.

The Observatory Box is a "first" in respect to the material of which it is made. The cover is a transparent plastic. The base is a colorful urea plastic molding, a fact which enables the Glastex Products Co. to supply it in the identifying colors of many manufacturers. The wide availability of urea plastics plus recent commercial production of some half dozen transparent plastics conjure up an interesting picture indeed for 1938. These appealing materials are also among the most durable and easily produced ones at hand. Their design possibilities are practically unlimited, and packages made of them, in quantity, can be created at economical cost.

As the record of the Observatory Box shows, the A. B. *See* principle of packaging is a profitable one upon which to build for sales.

PLANTS AND PERSONALITIES

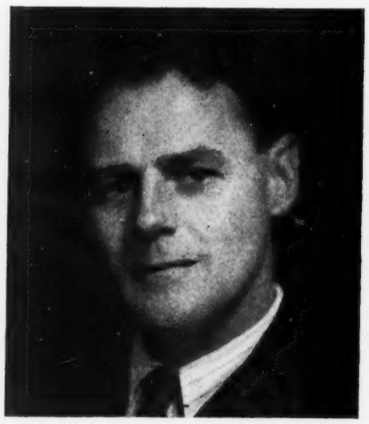
THE ARIDOR COMPANY announces the appointment of Gilbert R. Barton as resident representative in the Cleveland territory and of John J. Toffey, Jr., who will serve the Cincinnati region. Mr. Barton will be located at 248 Rockefeller Building, Cleveland, telephone Cherry 5534 and Mr. Toffey, Jr., will be at 626 Broadway, Room 514, Cincinnati, telephone Cherry 2440.

LUISE M. WEINGARTNER, president of The Arabol Manufacturing Co. since the death of her husband, Edward Weingartner, first president of the firm in 1917, died on November 2. She has been succeeded in the presidency of the firm by Henry Kohler. Alexander Voigt has been elected vice-president, Carl O. Seitz, secretary and Henry E. Weingartner, assistant secretary.

FERDINAND B. BUEDINGEN, president of the Ferdinand Buedingen Co., Inc., died November 7.

NATIONAL ADHESIVES CORP. has moved its Western Division headquarters and factory into its newly built plant at Washtenau Avenue and 36th Place, Chicago. Completely new machinery and equipment and a fully equipped new research laboratory have been installed in the 220 foot main building. The original Chicago factory of the company was opened in 1926 and has been enlarged and outgrown three times since. Provision for additional expansion has been made in the new building.

MATTHIAS PAPER CORP. announces the election of Charles Matthias as president, Frank H. Matthias as vice-president and secretary, and Raymond H. Matthias as treasurer. The changes were occasioned by the death of Walter H. Matthias, former president.



ROGER LOWELL PUTNAM

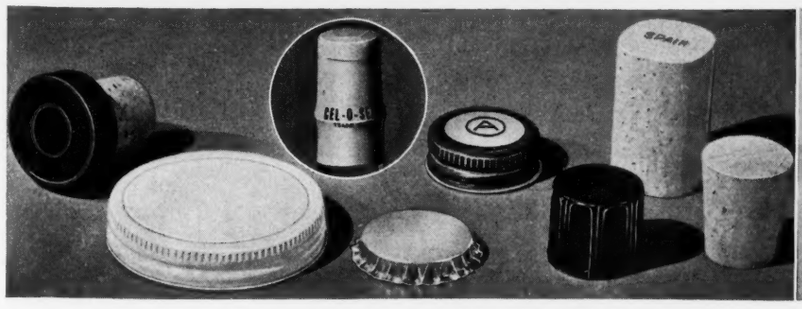
ROGER LOWELL PUTNAM, president of the Package Machinery Co., Springfield, Mass., was elected mayor of that city on November 2 on the Democratic ticket. Mr. Putnam has been associated with the Package Machinery Co. since 1919.

AN attractive, colorful metal cap or jar cover is the ideal complement to modern glass containers and labels. It offers the manufacturer an opportunity to repeat his trade-mark or design on the top of the package where it is seen most often while the product is in use. And by adopting harmonizing colors for the metal caps or jar covers an additional note of colorful decoration can be added to the entire packaging effect.

Armstrong's Metal Caps and Jar Covers meet the requirements of modern packaging for design, color, sealing efficiency, and ease-of-use. They are available in a wide range of standard colors and designs—or, they may be specially lithographed with your design or trade-mark. In addition, Armstrong's Metal Caps and Jar Covers are carefully and accurately manufactured from high quality metals to assure their sealing efficiency. Lithography is accurate and colorful . . . and protective coatings of the best quality are applied to safeguard the colors against marring or bleeding.

Write today, for samples, prices, and for your free copy of Armstrong's new closure catalog, "BETTER SEALS FOR BETTER SALES." Armstrong Cork Products Company, Closure Division, 916 Arch Street, Lancaster, Pa.

THERE'S AN ARMSTRONG CLOSURE FOR EVERY SEALING NEED



Armstrong's
METAL CAPS

EDITORIAL OPINION

IT MAY BE A "LAGGARD," BUT——

THE SICKLY CHILD GROWS STRONG ON A DAILY plate of spinach. The hurried shop girl munches her tomato and lettuce sandwich. The Boston matron has no doubts at all about the proper way to eat asparagus.

And, in 120,000,000 homes, America consumes its vegetables to the tune of $600,000,000 a year, without a thought as to how they get there, who grows them, who transports them, and who sells them.

There, in a nut-shell, is the average man's description of the industry which supports well over 3,000,000 people and feeds all the rest of us. It can be truthfully said that it supports most of its 3,000,000 servitors none too well, and the quality of feeding it provides to the rest of us—for its price—is not as high by far as it might well be. When one considers the tremendous progress which the industry has made, within the memory of people who have not yet reached middle age, and realizes that this is but a foretaste of progress just over the horizon, it becomes obvious that the business of supplying a giant nation with many of the main ingredients of its diet is not lightly to be dismissed under the term "truck-farming."

The importance of packaging in the vegetable industry has been little noted until very recently because it developed as one of a number of reflections of the expansion of the industry, from local truck-farming to a nation-wide service which thinks nothing of the daily miracle which brings to New York tables a free choice of Salinas Valley lettuce, Idaho potatoes and Porto Rico yams.

The mere thought of distant shipment brings in its train bulk packing, grading, labeling, protective packing, and a host of other elements which, in their aggregate, are known as packaging. And yet, to the average man, vegetables are not thought of as packaged items, simply because the packages seldom reach the consumer.

But, as Paul Work, Professor of Vegetable Marketing at Cornell University, demonstrates in his article on the subject (which appears in this issue of MODERN PACKAGING), the industry today is in a period of transition, created on the one hand by repeated advances in methods of bulk packing, shipping, marketing and refrigeration, and on the other by a definite and industry-wide drive toward the intelligent use of consumer packages.

It cannot be said that this trend is in any great measure the result of pressure brought to bear by the package-supplying industries. On the contrary, the package supplier and his experimental laboratories have been virtually swamped for several years back with the demands of vegetable packers for packages which would meet the very rigid requirements of their delicate products. And in this thought—namely, that the urge toward packages has developed within the heart of the industry itself—that packaging has been sought as the solution to definite needs felt by the industry—we find the greatest guarantee of a continuation of the trend.

For packaging, in the vegetable field, is but a step further along the line which started with fast freight and refrigeration service. Packaging carries the preservation of the product, of its cleanliness, its full measure, its freshness beyond the wholesale market into the retail store and into the home. In so doing, it vastly improves the quality of the merchandise from which the consumer makes her choice. It drastically decreases wholesalers' and retailers' losses in spoilage and decay and thus, by providing advantages for the consumer, the wholesaler and the shipper—advantages that can be reduced to exact monetary figures—it makes possible a smaller spread in price between the shipper and his ultimate market. A lower aggregate net vegetable expenditure for the American housewife and a higher aggregate annual income for growers in every State is in prospect.

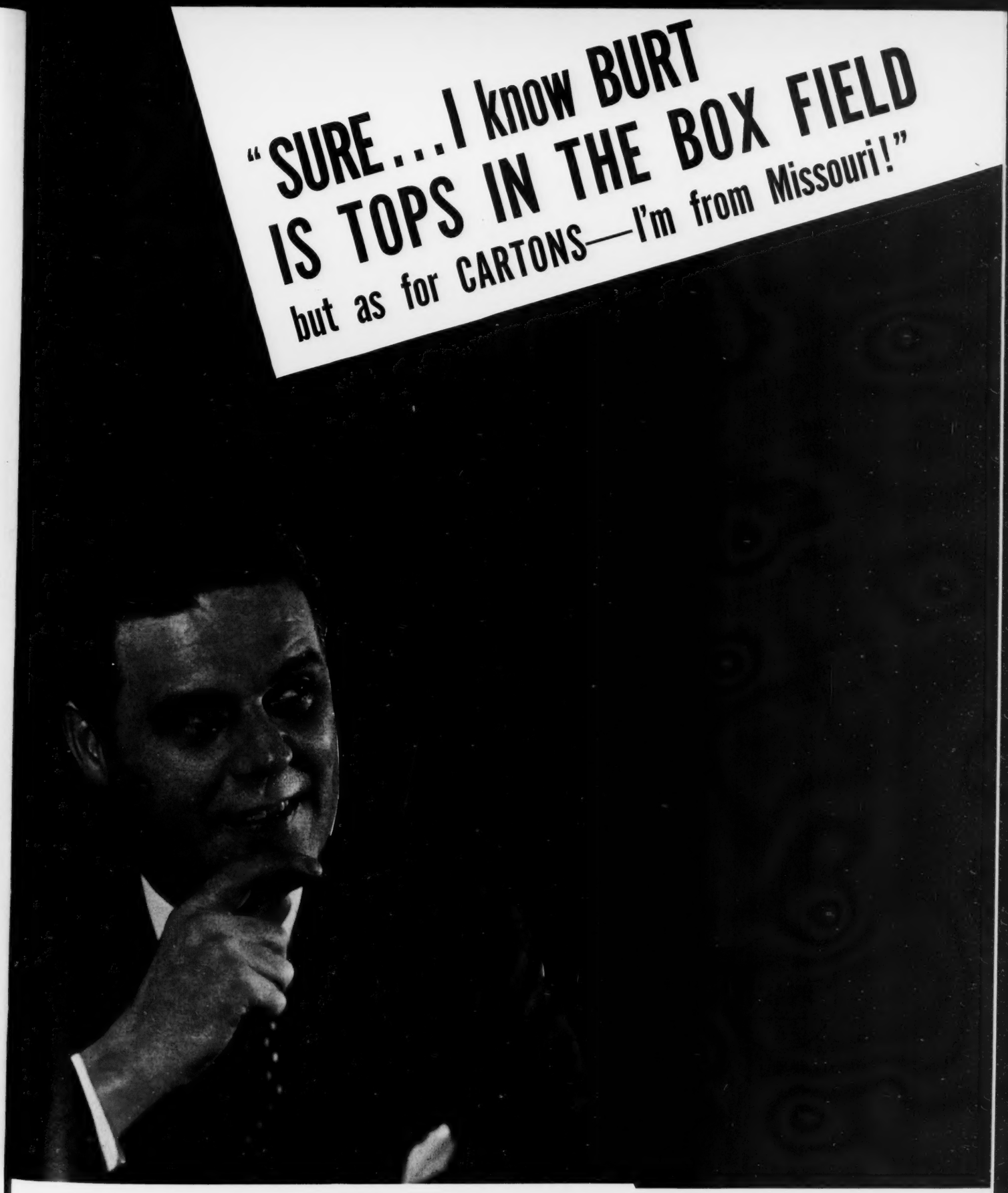
It is because the awareness of these facts is greatest at present among the growers that literally dozens of State Agricultural Commissions, agricultural colleges, agricultural journals and others serving the interests of the vegetable grower have already—prior to publication—sought the aid and advice of MODERN PACKAGING in the preparation of exhibits and informative material on the subject. Such aid, needless to say, will be willingly given by MODERN PACKAGING and its Institute of Package Research as a very natural and logical extension of its function as a clearing house of packaging information.

It is to be regretted that as yet the very lively consumer organizations have not shown equal awareness of the possibilities inherent in recent developments. To them we commend Dr. Work's article as the most able analysis we have yet discovered of the function and proper line of development of vegetable packaging.

The publication of this article does not mark the end of MODERN PACKAGING's investigations. Further articles are in the course of preparation on two other phases of what is essentially the same problem. We shall shortly publish an extensive treatise on the development and probable future of the quick-freezing processes and, somewhat later in the coming year, an extensive treatment of developments in the field of fruit packaging.

While these, and other articles of like nature, are in the course of preparation, we can only ask our many friends in all fields of industry and agriculture to aid us—if they are in a position to do so—with facts, opinions or information which might serve to clarify this situation or expand the usefulness of the job, in the auspicious start of which we are indeed happy to have had the aid of Professor Work.

E. A. Charlton



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BOSTON
702 Beacon St.

CLEVELAND, OHIO
W. G. Hazen
P. O. Box 2445
E. Cleveland, Ohio

SOUTHERN OFFICE
Frank D. Jackson
2150 Washington Ave.
Memphis, Tenn.

CALIFORNIA OFFICE
Louis Andrews, Hamilton Club
Grand Ave. & Wilshire Blvd.
Los Angeles, Calif.

Canadian Division—Dominion Paper Box Co., Limited, 469-483 King Street, West, Toronto 2, Canada

A 600,000,000 LAGGARD

(Continued from page 28)

tion of American Railroads, is doing a splendid job in preparing three regional books of standards for packages, with the force of railway tariffs and showing detailed minimum specifications for wood or paper, for framing, nailing, stitching, and wiring. Each type of container is assigned an identification number which will help greatly in clarifying the prevailing confusion in crates and boxes.

15

16

17

18

Re-Use of Containers

Local marketers make extensive use of second-hand containers. Often, the used packages go back and forth between farm and market until they are black and broken. Growers are now more discriminating and they generally pick up fresh looking crates and baskets either from stores or from empty-package brokers. Even so, infringement of labels and brands is common—usually without malice and usually obviously understood, but the Food and Drug Administration is working toward enforcement of mis-labeling regulations for apples and the question will have to be more generally faced. Several States require obliteration of old labels and marks. Eventually, the unsoundness of selling fancy goods in used containers will be more generally recognized by growers and shippers.

Consumer Packs of Vegetables

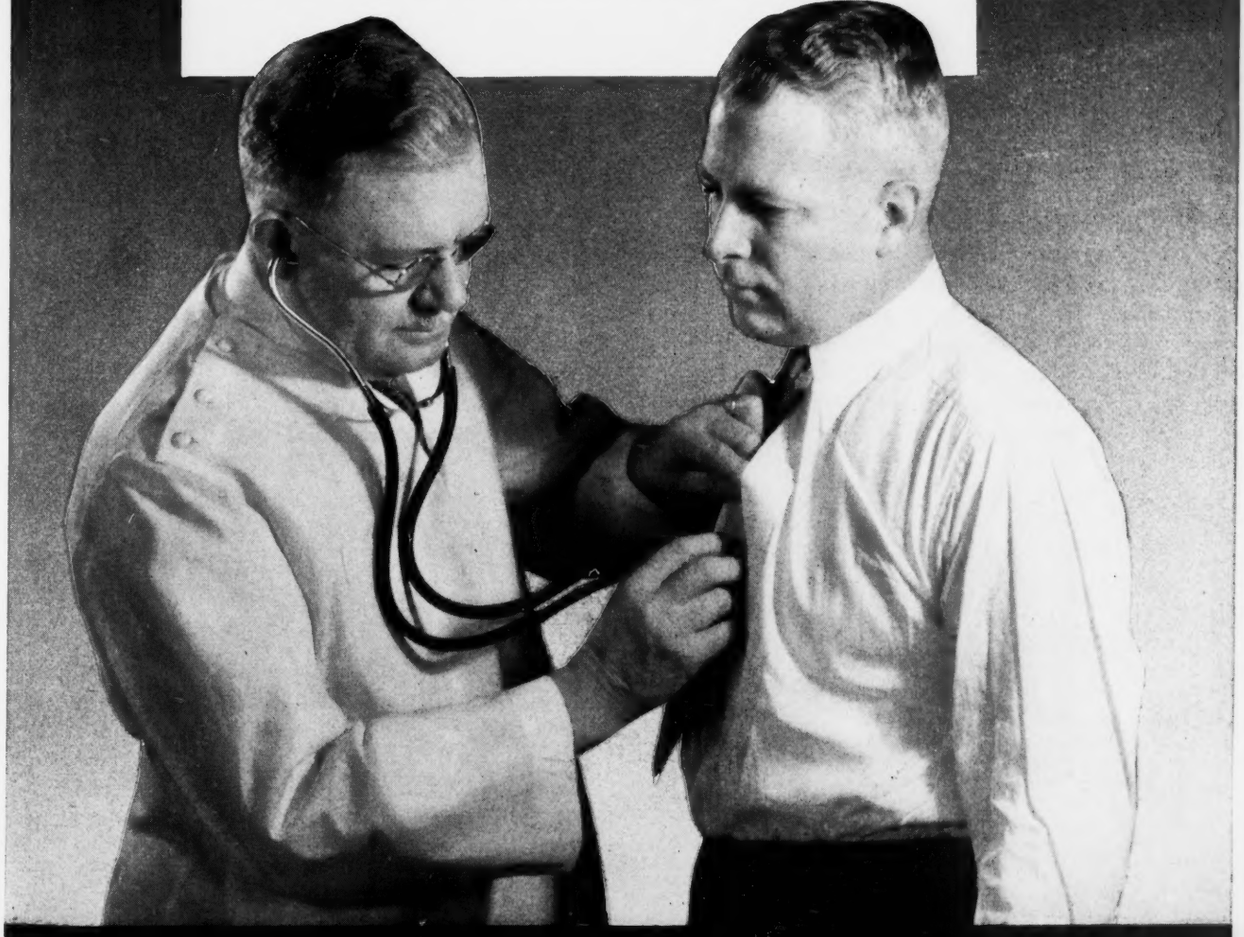
The progress, though slow, from movement in bulk to use of shipping and trucking containers, which carry through to the grocer, has occasioned important savings in trimming, bruising, loss of weight, and cost of handling and repacking on the part of the wholesaler and jobber. Adoption, already well begun, of consumer containers packed at point of origin, carries this advantage through to the kitchen. It adds to convenience for both retailer and consumer in handling and carrying. Name and brand can stay with the goods—to build reputation and prestige with the actual user.

15. Unusual among vegetable containers in its commendable emphasis upon display is this cucumber box which serves as both a shipper and a display container. Made of strong fibre stock, its lid is printed on the inside to form a display when lifted. Photo courtesy Container Corporation of America. **16.** A tomato basket of green fibreboard designed as a shipper for hothouse tomatoes and hence without ventilating holes. The absence of vents obviates the necessity of lining the inside of the carton to prevent freezing. Note how either side of the cover may be lifted to provide a sliding panel suitable for price marking. Photo courtesy Container Corporation of America. **17.** Strong, lightweight board, paraffined on both sides, is utilized to form this tapered mushroom carton. The transparent window is of Protectoid. Construction of vents permits maximum circulation of air over the mushrooms. Contents are packed through the bottom, allowing the top to be dressed with select mushrooms. The consumer packs are shipped twenty to a case. Constructed of strong board to withstand transit rigors, this shipper has cut-outs in its top which synchronize with the windows of the smaller cartons, thus allowing inspection of the contents without the opening of the shipper. Photo courtesy Container Corporation of America. **18.** Two corrugated baskets for use in fruit and vegetable packaging. For tomatoes and other products which are packed level, a flat cover is used. When the contents are of a type which extend above the rim of the basket, a hood type cover, designed to fit over the handle, replaces the flat lid. Photo courtesy Ashtabula Corrugated Box Co.

HOW MANY MEN HAVE "SALES HEART" THAT A NEW PACKAGE MIGHT CURE

SALES charts decline . . . chins sag . . . minds grope . . . and from the sales manager to the lowliest cub salesman in the field there is an epidemic of "sales heart". The old heart is just low . . . that's all . . . because someone neglected to bring the sales package up-to-date. There was a time when suggesting a change in package design and color was treason — today it's good, sound, money-making business. But whether it's the old or the new package, Heekin colors on metal are outstanding . . . distinctive.

THE HEEKIN CAN COMPANY, CINCINNATI, OHIO



HEEKIN *Lithographed* **CANS**

WITH HARMONIZED COLORS

THE HEEKIN CAN CO., CINCINNATI, OHIO

Quest for a good consumer package for potatoes has been long and resourceful. The potato is less perishable than most vegetables, and price per pound is low but volume is enormous. Mesh bags of woven paper twine and of cotton are made with space for printing on one side, but open to show the spuds on the other. Tight paper bags are gaining in vogue as looking well, printing well, and protecting the customer from dust and dirt. As more potatoes are washed or brushed, this latter point becomes less important. Most of these are in 10- and 15-lb. sizes.

Just recently, container-makers were invited to show their ideas to the growers and shippers of Maine—fibre- and corrugated-board baskets, a cardboard pail suggestive of a big ice-cream pail, and many others were offered.

Sweet potatoes now travel in bushel crates, mostly wirebound, with paper liners and attractive labels. Increasing popularity has greeted the luscious "sweets" on Northern markets, and the way is open for development similar to that under way with Irish potatoes.

Berries are not vegetables, but they rated among the first farm products to be packed at the field in consumer units, in the familiar quart or pint basket of veneer. Many forms of paper quarts and pints have now been devised, some folding ingeniously and filled from the bottom against a face of cellulose film. Brussels sprouts are also handled in this way.

The tomato is now generally shipped green in lug boxes carrying 30 lbs. in three layers. They are then ripened, sorted, and repacked by produce merchants at destination. The bulge pack gyps the shipper and bruises the fruits. The Package Research Laboratory, in cooperation with packers in Florida, is studying a two-layer wirebound lug without bulge and it is also exploring the possibility of picking tomatoes on the turn—that is, when they first show color, thus eliminating the need for ripening and repacking. This would require more frequent picking and higher cost but should give a much better market quality.

Another recent development is an ingenious corrugated-board lug of the same size as the standard box. Repackers of tomatoes use 10-lb. cartons of various shapes—fibre baskets, half lugs, and what-not. Some try to imitate the hothouse pack. Wraps of cellulose and tissue are used for individual fruits, while shredded cellulose film or paper is used to cushion and decorate. A growing percentage of tomatoes of suitable size are packed four or five to a 1-lb. window-carton.

The fancy vine-ripened hothouse product usually goes in baskets carrying 8 lbs.—fibre, corrugated board, or veneer. Market gardeners commonly use 12-qt. square braid veneer baskets. There should be possibilities in smaller containers for consumer sale without rehandling. Makers of paper and fibre packages are exploring the use of baskets of hothouse type for handling outdoor tomatoes.

Snap beans and green peas, quality vegetables, have not budged an inch from the bushel hamper or basket, though 12-qt. veneer baskets are widely used on local markets. Beans do not deteriorate very fast with even reasonably good care. Peas need low temperature to keep the sugar from changing to starch. Both are often sold badly sorted and intermixed with inferior goods.

Asparagus has long been tied in bunches, normally of $2\frac{1}{2}$ lbs. Attractive red or blue tape is usual and some put a clever label with a stem tucked under the under band. Cellulose film and paper are both used to wrap the bunches, but not universally. A number of experiments have been made with window-cartons but there are still problems to be solved.

19. A group of typical modern end-crate labels utilizing multi-color lithography to establish brand preferences among both consumers and retailers. Such labels are usually varnished or lacquered to withstand scuffing, moisture, and other hazards of transit. Photo courtesy Stecher-Traung Lithograph Corp.

THE McKESSON & ROBBINS MODELS FOR 1938 FEATURE CARTONS OF RIDGELO

CLAY COATED BOXBOARD

Note the stronger, stiffer construction made possible by the use of Ridgelo boxboard. The durable, bright finish reflects the advantage in standardizing on clay coated. Even this smoothness cannot show the built-in value that makes these cartons so appealing and attractive. It is this quality of the basic material that helps so much to determine the character of the finished product—plus good craftsmanship by the converter. Thus these leaders choose Ridgelo Clay Coated Boxboard. Ridgelo CLAY COATED

The cartons shown were made by the Continental Folding Paper Box Co., Inc., Ridgefield, New Jersey

RIDGELO—"THE BEST KNOWN NAME IN BOXBOARD"

MADE AT RIDGEFIELD, N. J. BY LOWE PAPER COMPANY

Representatives: E. C. Collins, Baltimore • Bradner Smith and Company and Mac Sim Bar Paper Company, Chicago • H. B. Royce, Detroit Blake, Moffit & Towne and Zellerbach Paper Company, Pacific Coast • A. E. Kellogg, St. Louis • W. P. Bennett & Son, Toronto

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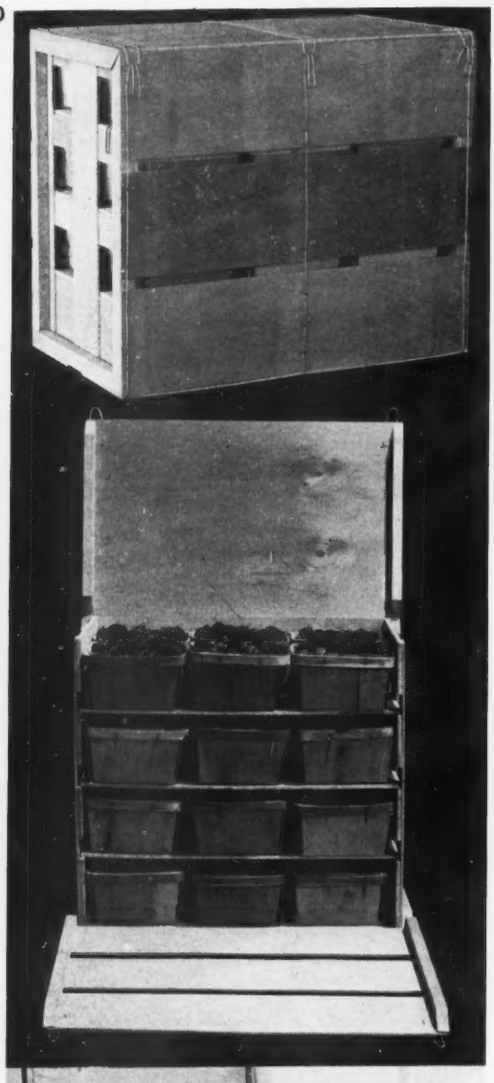

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20. A display berry crate carrying 24 square quart-baskets. The wire locks, when opened, permit the top to lift upward and the side outward to form a convenient in-the-store display. Photo courtesy Package Research Laboratories. **21.** Celery is packed in alternate reverse layers in this wirebound shipping crate. Regrettable is the grower's failure to utilize the display possibilities offered by the crate. Note the small end-label and the complete absence of printing or labeling on the interior of the lift lid. Photo courtesy Package Research Laboratories.

Rhubarb is extensively forced in the vicinity of Detroit. Simple 5-lb. boxes of folding board, like those used for flowers, are commonly employed. Ten or twelve of these are packed in shipping cartons.

Paper Plays a Part

That paper is valuable in marketing vegetables is demonstrated by the frequent use of old newspapers to line crates and cover baskets. Paper-makers have noted the need and they furnish liners for practically every crate of Iceberg lettuce that rolls Eastward.

All-over imprints for sales appeal, and top sheets with trade-mark and firm name, are becoming more common, in addition to the usual label on the crate-end.

Beets and carrots, with tops on, in crates, are commonly rating paper liners, and top sheets are coming into use for bushel carrots, tops off.

Paper protects against scarring and other mechanical injury, against water loss and against temperature change. This last would be undesirable with field-warm goods loaded in a refrigerated car but modern practice either pre-cools the produce or packs ice with it. Then, after it leaves the car, the paper retards ingress of heat and consequent decline in quality.

Kinds of paper must be chosen intelligently, among the numberless types available, considering appearance, printability, dry strength, wet strength, permeability to gases and vapors.

In New England, a grower was asked why he wrapped celery with paper. He replied he couldn't sell it otherwise. Celery wraps, almost universally of parchment paper, prevent the scarring of the tender leaf stalks, retard moisture loss, improve appearance, and carry, generally, the imprint of the packer.

Cellulose film is used for the same purpose and one packer in upstate New York prepares celery for the consumer at the point of origin. Doubtlessly, with time, a way will be found to eliminate, on a general scale, the enormous waste in freight, handling, and city repacking that is still usual with celery.

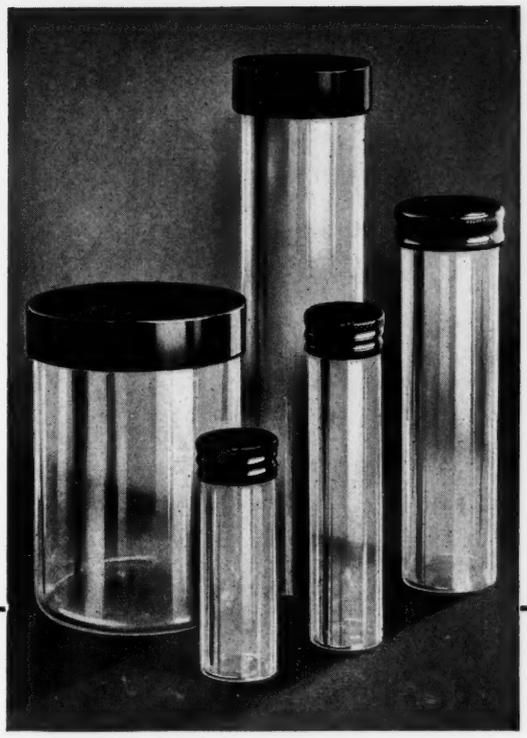
Waxed-board cartons with transparent windows are being used for celery and hold their place in certain trade channels though their use is not yet common.

Preventing Water Losses

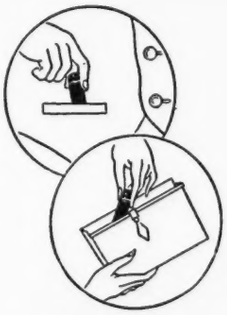
Moisture loss is a major factor in deterioration of vegetables during the course of marketing. Even a small decline in water content means loss of freshness and crispness. Recent experiments have been concerned with moisture loss in celery.* Unwrapped stalks lost 47 per cent of their weight in three days. A small parchment wrap cut this loss to 41 per cent and a larger sheet to 38 per cent. The difference in appearance and salability of these lots was very noticeable. Rating perfect salability at 9 and worthlessness at 1, the unwrapped lot had declined to 2, and the lot with large wraps to 3.

*Work, Paul. Loss of weight from celery during marketing. Proceedings Amer. Soc. Horticultural Sci. 33: 569–578. 1936.

Continental Can Company



unbreakable containers . . .



are good will builders for POCKET, PURSE OR HOUSEHOLD PRODUCTS.

●

USE COLORFUL UNBREAKABLE

Hycoloid

VIALS : JARS : SPECIALTIES

Protect their contents against destruction.

They earn a *preference* for pharmaceuticals used in everyday life. Hycoloids are as attractive as they are useful . . . And, with all their sturdy beauty, they are thinner—and lighter by far, than glass.

Our package development department will gladly cooperate—without obligation—in submitting samples and suggestions.

HYGIENIC TUBE & CONTAINER CO.

44 Avenue L Newark, N. J.

DON'T BLAME YOUR CARTONMAKER if rejects run high!

Don't blame him if one day's production is perfect and the next shows off register printing and poor scoring. It may be the carton board you specify. For most boards . . . even the superfine clay-coated boards . . . are made in ordinary paper mills without benefit of perfected air-conditioned humidity and temperature control.

Avoid variations in board quality and avoid rejects, off registers, and similar defects by specifying—at no extra cost—the only Air-Conditioned Clay-Coated Board, Bend-Well, the board made under perfect, constant control.

Write today for samples. Compare them with your present carton board. Judge for yourself how much its finer surface, greater uniformity can save you.

AIR-CONDITIONED

BEND-WELL

CLAY-COATED BOARD

THE EDDY PAPER CORPORATION

General Offices & Plant: White Pigeon, Mich.

Chicago: Palmolive Building

New York: Postum Building

We Do Not Manufacture Folding Cartons

The leaves of celery are built to disperse water, so trimming the tops to leave only enough for good looks reduced water loss to 23 per cent and maintained salability at an index of 7 at the end of three days.

These experiments were replicated and probable errors calculated, showing strong odds of significance.

Protecting Delicate Products

Considerable attention has been given to wraps for head lettuce which needs to have something done about it. It is fragile, loses many perfectly usable leaves during handling, dries out and wilts rapidly, and, in general, requires far more considerate treatment than it gets. A paper bag for each head of lettuce has been tried out on a small scale and seems promising though there are real difficulties to be faced.

The delicate readily scarred cauliflower and some of the minor vegetables are equally deserving of better handling and protection. Some of these will doubtless come through with time.

In addition to protecting contents through to the consumer, paper affords an excellent medium for sales appeal, trade-name, recipes, and the like. Simple striking designs are effective, and an appeal to the reality of quality or to the fancy of the buyer can be readily embodied. The following are from wraps in actual use: "Grown in fertile soil and packed in pure parchment." "Washed in pure spring water." "Edible to the very end if you will peel the hard butt of the grass with a sharp knife" (Asparagus). "Serve as a salad with your favorite dressing" (Chinese cabbage). "Moisten and keep in this wrapper in a cool place." Too many of the designs now used are crowded, gaudy, and of doubtful appeal.

22. A light weight, sturdy, bulge-pack crate for sweet potatoes. Note how the construction facilitates lifting of the crate due to the overhanging braces along the upper edge. Photo courtesy National Box Co.

Technical Problems

The new day in perishable marketing brings countless challenges to find the facts. Those peculiar to the vegetable field center around the fact that the material lives, that life processes of ripening continue and of deterioration begin. Asparagus may grow an inch between South Carolina and New York. When we wrap to check evaporation and wilting, will we smother the living plant? Shall we insulate and keep harmful heat out, or will the result be to nullify refrigeration? There is no one answer, for asparagus is vigorously active, potatoes are fairly dormant. Spinach is leafy, built to emit water vapor.

Properties of materials enter the picture. Cellulose film comes plain, moisture-proof, and also moisture-vapor-proof. For some things, the latter type is good, but for others, there is condensation within, with water beads and fogging and perhaps insufficient outlet for gaseous products. Insufficient intake of oxygen.

Respiration or breathing is the process by which energy-bearing material, carbohydrate, is broken down into carbon dioxide and water, with uptake of oxygen, and with release of energy in form of heat. That is why a truck-load of sweet corn heats up in eight hours, yellowing the husks and speedily dissipating the sugar that makes it good.

Research in the physiology of marketing has just begun and few dogmatic statements can be made. These questions of effects and control of temperature, moisture, and gaseous exchange will have to be answered before our job is done.

Another vast field is the part played by disease organisms in deterioration of perishables on the way to market. Both bacteria and fungi are involved. They are influenced by temperature and moisture and so by the nature of packages used.

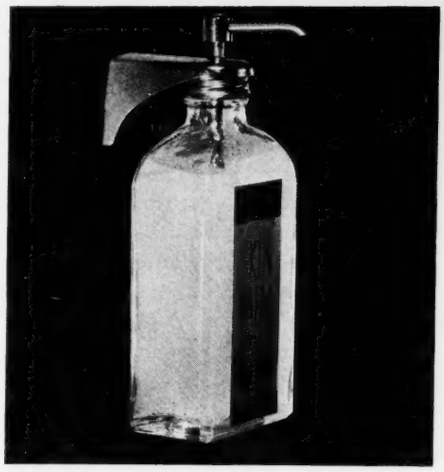
The great research system for agriculture—the U. S. Department of Agriculture and the fifty or so State experiment stations, after decades devoted to excellent work in production, are just beginning to study the problems of marketing. Both the economic side and the actual products have been rather neglected, but directors are alert as needs are reported and demands are registered.

But commercial houses do not wait for outside help. The examples combining careful pioneer study, sales push, and conservative judgment are numerous and inspiring. A private laboratory has a great wheel in which containers are tumbled around until they fail. Field men find out how the celery behaves when trimmed shorter than usual, and when packed without exposed flopping tops. Then, they go to market and see how the trade takes the innovation.

Cellulose-film people have explored faithfully with many crops and with many forms of wrap. A plan that will not work at a high temperature may be successful under proper refrigeration.

A California concern provides pre-cooling service for newly loaded cars of produce, and another concern has a process for waxing melons before shipment.

There is now a basket of corrugated board, for toma-



You have a great product. And it's winning customers by the thousand. They like your goods, like your package, like your price and like your service. Things are going along fine.

But still there is a little germ of worry that keeps you guessing. Suppose some new competition comes along? Suppose someone pops up with a new product . . . and a big advertising appropriation? What then?

Scores of smart merchandisers have utilized Federal Sprayers and Dispensers to guarantee them a secure market. It works this way. Mrs. Jones buys your lotion—or whatever you make. Mr. Jones attached your dispenser to the wall. When the bottle is empty they ask for your product by name . . . and accept no substitutes . . . because only your product fits that handy gadget that is now a part of their home.

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Fine Set-Up Paper Boxes Require Dependable Glues

FOR the construction of high quality set-up boxes of all kinds, Molitor Box Company, Milwaukee, enjoys an enviable reputation. That this exacting manufacturer chooses to use Armour Animal Glues for all production is a tribute for which we are both grateful and proud.

Hand made intricate construction of a hundred and one different varieties—high-speed automatic box and carton machines—all demand glues developed particularly for each manufacturing problem.

Aware of this condition, Armour Laboratory technicians have worked untiring in developing "specific purpose" glues—a specific type of glue for every type of paper box construction.

If you are having difficulty with warping, blisters or any of the countless worries that confront paper box makers, the chances are the Armour laboratories can formulate a glue for your specific need.

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toes, that requires no stitching—it folds so that the wire handle holds it together.

This story is concerned with packaging, but good packaging cannot stand alone. Good marketing begins when the seed is bought. Irrigation, fertility of the soil, general crop management, all contribute to quality of the goods, which, after all, is supreme. Good packaging can succeed only when applied to good goods.

The Battle of Better Packaging

In the drama of progress there is always a two-part song. The hero tenor, keen with imagination, envisages better methods and processes and containers and passionately pleads that they are possible and desirable and profitable. Rumbling villain bass proclaims: "It will not work. It's fine, but it can't be done. It's good and feasible, but the consumer will not pay for it." Meanwhile, action goes forward with the hero making better methods work successfully, while the villain obstructs and opposes and the crowd rejects or slumbers in indifference. But after awhile, that same protesting villain joins the procession, proclaims the triumph of progress, and swears he invented the new procedure.

So the promoter has to fight for every inch of gain, accepting risk of failure but looking to the chance that, eventually, the buyer won't take the goods any other way. From then on, inertia is with him and not against him. To estimate the cost of carrying a plan to success against probable profits after the plan is well in motion challenges the keenest judgment and the cleverest guess work that executives can command.

Looking Ahead

Yes, when you go down to Washington Street in New York, or to South Water Market in Chicago, you will not see much fancy packaging.

But two things are coming. One is fancy goods put up in fancy dress for fancy trade—for the trade that knows that we no longer eat "string beans" and that sweet corn is no longer sweet after 24 hours at 85 deg. F.

But not all goods need to be dolled up to stun the buyer—and to take his extra denarii. Much food for ordinary everyday folks, like the most of us, needs to be packaged for attractive serviceable efficiency at low cost. And here lies the second development—doubtlessly the more important of the two.

Experiments in modern packaging of vegetables are countless and continuing. Many of them fail. A weak spot develops in a plan or a good plan lacks the necessary energy or judgment or financing to make it go.

But out of the welter rise containers and practices that stand the test of time, delivering good goods to the housewife, and returning a suitable margin of profit to the grower and dealer.

The vast volume of vegetable food, the wide-open spaces still unexplored at the top of the marketing ladder, the growth of public appreciation of quality, all afford encouragement to those who have entered the field and a compelling lure to those who can make genuine contribution to future progress.

CHAP STICK GOES TO THE JURY

(Continued from page 46)

mobile salesmen, stenographers, bakers, housewives. Because Chap Stick is sold to men as well as to women (about 40 per cent of its sales are to men), it was necessary that the new package be not so feminine that men would hesitate to buy it. Accordingly, of the 50 persons interviewed, 30 were men and 20 women. Each was shown the black and white lipstick container and asked first to choose the color scheme he or she liked best and then to state a preference as to design.

Choices of color among the 50 people were quite varied but two combinations polled a majority of the votes. One was predominantly magenta or pink, the other predominantly black, and the two drew the same number of votes. There were some, however, who objected strenuously to a "pink package." (It is interesting here to note that only one of the color combinations was unanimously condemned—orange and black.)

The matter of selecting a design was not so easy. The "pink package" had a design that captured a good majority of the votes, but because of the objections noted above it was thought better to try that design out with the colors reversed, giving the black predominance. The result was extremely poor. It seemed almost time to start over again, and, except for the colors, that's what was done.

In making his choice, almost every one of the people interviewed said "I like this because—" and these preferences of lettering, of distribution of colors and of layout formed the basis of more designs. This time picking the winner was easy, for it was a two-to-one favorite.

One more step was taken to make sure that the break with the past on color was justified. After the carton plates were made, proofs were drawn in the old color scheme of white and two shades of green, as well as in the new colors. Of 75 people, 52 preferred the new!

Copy on the cartons has been reduced to a minimum. Only the slogan, "Makes your lips like velvet," under the trademark, and the words, "Comfort for lips and skin," on the side panels of the carton, remain, in contrast to the fourteen recommended uses, price and name and address of the company on the old package.

The words, "Open this end," on the flap of the carton invite the customer to open the package there and discover not the product itself, but the important circular which must be removed before the Chap Stick.

Designing a counter display that would tie in with the carton was by comparison a much simpler job. The only great objection to the old display was that it did not properly feature the uses of the product. This has been overcome by selecting three uses for which Chap Stick is most purchased, namely, chapped lips, dry lips and fever blisters, and having these words appear in strong reversed lettering. The design of the display is closely linked with that of the carton.

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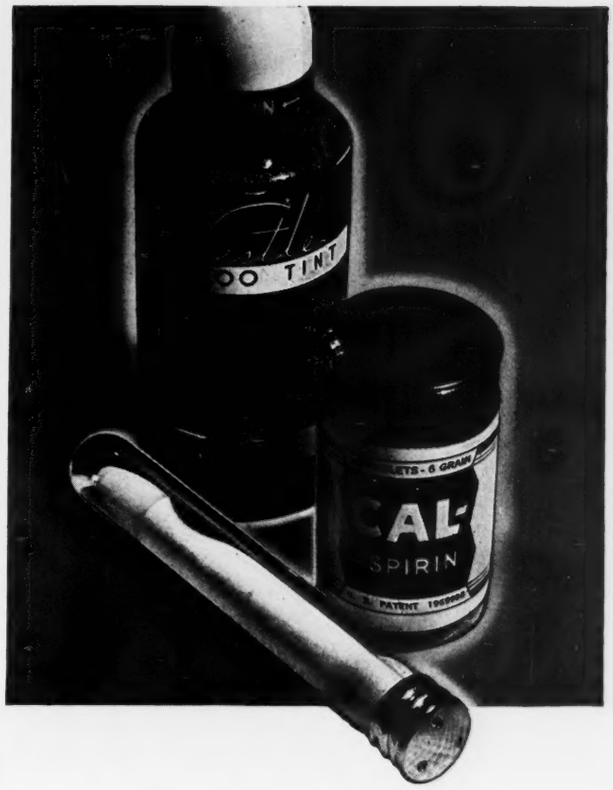

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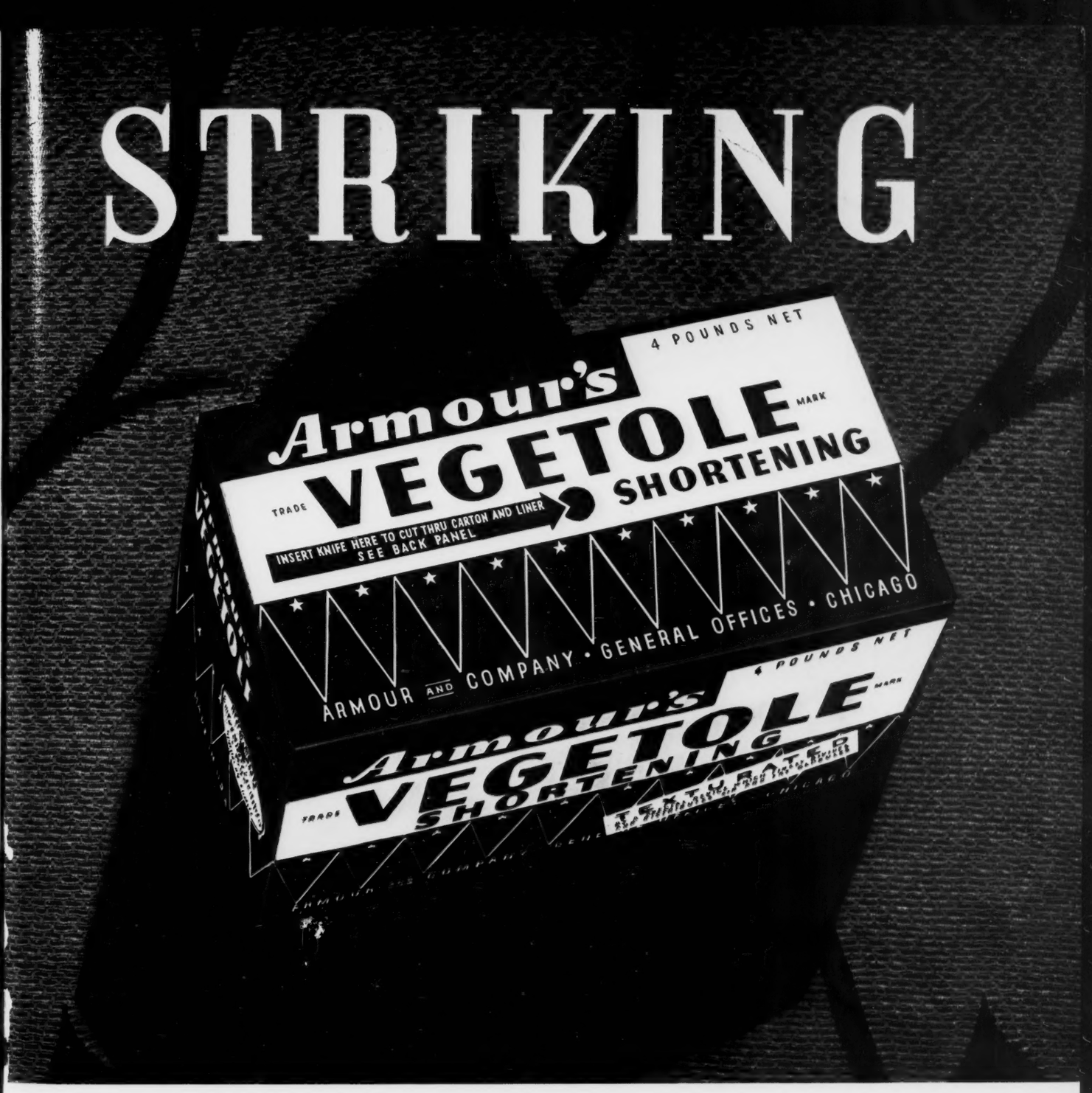

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